

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

LXVI, No. 1

NEW YORK, JANUARY 4, 1934

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## The Elusive Consumer



To STUDY the Consumer has always been one of the first duties of the advertising agency, for as every salesman understands, it is at least as important to know your prospect as to know your product.

N. W. Ayer & Son, Inc., has recently completed a piece of psychological research which portrays the elusive Consumer in a way that will interest every business man.

The study takes the form of a pictorial exhibit, embracing the

past 50 years of American life and industry. It reviews the changing economic and social scene. It is an enlightening commentary on the American people. It touches all fields of business, from automobiles, to food, to housefurnishings . . . from the products of mass production to the costliest luxuries.

Because the exhibit highlights the rise and spread of Fashion as a force in industry, and a factor in the Consumer's life, it is called

**"FORTUNE FOLLOWS FASHION"**

*You are cordially invited to see it from*

*January 9 to 20 inclusive, at*

**LORD & TAYLOR**

5th Avenue at 38th Street, New York City

EXHIBIT OPEN DURING STORE HOURS, SIXTH FLOOR.  
SPECIAL DAILY LECTURES AT 10:30 A. M. AND 3 P. M.

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**N. W. AYER & SON, Inc.**

*Advertising Headquarters*

**WASHINGTON SQUARE, PHILADELPHIA**

New York

Boston

Chicago

San Francisco

Detroit

London

# Retail Linage Gains 17% in Five Months

**T**HE trend of retail newspaper lineage is an accurate and conservative index of business in any market. It starts on the up trend only after sales have gone up, and the increase is usually less than the increase in business.

Retail lineage in The Milwaukee Journal began showing gains in August and in the past five months increased 473,242 lines, or 17% over the volume for the corresponding period last year.

Have you increased your advertising in this fine market? You should! It's economical because The Journal is the only paper you need in Milwaukee.

**THE MILWAUKEE JOURNAL**  
FIRST BY MERIT

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Entered

4, 1934

# PRINTERS' INK

NEW YORK, JANUARY 4, 1934

## This Week

BY some process of reasoning—a little difficult to follow—certain of the more vociferous Washington economists seem to feel that advertising hasn't done right by the farmer. Their apparently myopic vision doesn't carry beyond the confines of theory into actual economic experience. They should—but probably will not—be particularly interested in what Norton W. Mogge, of the J. Walter Thompson Company, has to say. He demonstrates **"How Advertising Helped Farmers to Win Stable Markets,"** which is the story of the prune industry.

\* \* \*

Peering darkly forth between the lines of the findings of R. W. Palmer is the suspicion that, in some of its phases, the almost-ubiquitous advertising coupon is scarcely worth all the shoot-in' it has inspired. Mr. Palmer, who is conducting a series of studies into the coupon situation, finds typical—especially among manufacturers whose products are low-priced—this policy: "We tear up the inquiry after the sample goes out." With pleasure, however, Mr. Palmer finds that other advertisers have set up careful plans for coupon-follow-up.

\* \* \*

Laying down its club for a moment and turning to its typewriter, the Federal Trade Commission bangs out its annual report, into which it slaps an estimate of the national outlay for advertising. The total, says the F. T. C., is \$1,000,000,000. That's the commission's guess at the figure for magazine and newspaper display. PRINTERS' INK, skeptical about anyone's ability to estimate the true amount, points out that the commission's

putative total must be greatly less than the true total. But, summing up its own efforts to disinfect advertising—a matter on which the commission can speak accurately—the F. T. C. acknowledges that, ethically, advertising really is improving.

\* \* \*

No easier than the job of totting a total for advertising investment is that, imposed upon the Code Authority, of **untangling the mark-up knots in the retail codes.** For instance, what is a loss leader? Dr. L. D. H. Weld, director of research of the McCann-Erickson Company and of General Marketing Counselors, defines loss-leading as either the practice of selling goods at less than invoice, or purchase, price; or of selling at less than total cost, which total cost is purchase price plus cost of handling. Asking and answering, tentatively, a number of tricky questions, Dr. Weld demonstrates that, indeed, "Loss Leaders Give NRA Something to Think About."

\* \* \*

But codes, or no codes, nationwide marketing is the softest of sinecures. In Chicago, Adolph O. Goodwin, has it all fixed up. In fact, having fixed up marketing, he now can give more of his attention to social welfare through industrial control; and to his Goodwin Plan of America, Inc., he hitches his **Goodwin Plan Creed of Social Justice**, which is to operate through his Goodwin Corporation, which, in turn, seems to resemble an advertising agency in that, in letters to newspaper publishers, its Mr. Elmer E. Bullis is revealed as "vice-president and director of media and research." PRINTERS' INK examines into the odd transformation by

which, when the Goodwin scheme changes from one guise to another, it looks all different.

\* \* \*

Whether or not you care fervently about hearing Kate Smith come over the mountain while you wait for the light to turn green, **radio receiving sets for automobiles** have become a Business Factor. Arthur P. Hirose, manager of the market analysis department of *Radio Retailing*, tells how those little boxes under the dashes have taken up the slack in the whole radio industry.

\* \* \*

And there still are manufacturers who believe that if you want to get business, the fellow to go after it is yourself. John A. Berghoff, general manager of the Wayne Oil Burner Corporation, admits: "We've been doing some shocking advertising." With a **direct-mail campaign**, Mr. Berghoff's company

has sought to shock the dilatory prospect into signing now. Coal-trade readers will read Mr. Berghoff's account with interest—and perhaps with internal stirrings; for, among other facts, he tells how and why his company invented a new disease called "coalitosis."

\* \* \*

If you plan to advertise your hame straps in Russia, don't bother much with institutional stuff. You'd be wise to refrain, for example, from glorifying the horse. Not that horses—despite Russia's growing mechanization—are unpopular, but because *Inreklama*, wise to Russian wants, suggests that you make your copy directly informative. Herbert L. Stephen, in prescribing how to advertise in the Soviet Republics, explains what *Inreklama* is and how, in ways highly practical, it can help American advertisers who plan Russian campaigns.

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**MARCH** and November are normally comparable average months with little seasonal difference, except that automobiles and real estate are more active in the Spring. The chart presents, not the peaks, but what seems a fair general picture of progress during 1933 in the Providence market.

From its nation-wide survey, Brookmire Economic Service picks Providence among the areas offering best sales prospects in the near future.

The Journal and Bulletin, read daily by about 19 out of 20 English-reading families in Providence, 4 out of 5 of the whole number in Rhode Island, provide effectual, comprehensive leverage on expected profits in this market. Effectual and flexible—a 1934 asset!

## Providence Journal & Bulletin

*Dominating New England's Second Largest Market*

CHAS. H. EDDY CO.

Representatives:

R. J. BIDWELL CO.

Boston - New York Chicago

San Francisco - Los Angeles - Seattle

# Advertising Helped Farmers to Win Stable Markets

ONE of the peculiar policies of some of the self-elected defenders of the farmer is to attack advertising as being uneconomical. Such an attitude overlooks entirely the experiences of some of the great far Western co-operatives. The prune growers of California did not wait for Government aid in the shape of codes and price agreements. Conceived and under way in September, 1932, the industry organization has made a unique record in the first fifteen months of its existence. Mr. Mogge has had years of experience in the co-operative advertising and marketing of California and Western agricultural products. Formerly he was advertising manager of the United Prune Growers and several years before that had charge of the advertising of the Skookum Packers' Association.

By Norton W. Mogge

Of the J. Walter Thompson Company

**B** jokes of years ago almost consigned the lowly dried prune of commerce to oblivion. Only the inherent goodness and health qualities of this so-called orphan have kept it as a favored fruit in the minds of some of our food-wise American housewives. Fortunately for American prune producers, however, there has been little need to educate some of our foreign friends, particularly in the northern European countries, for approximately half the annual American crop of prunes is exported.

Right now in California, thanks to more than a year of organization, crop control and advertising, the "Poor Prune" is a symbol of achievement, an honored leader among fruits. Prunes are "Big Business," too, in the minds of many wholesale dealers. Retail store owners have heard the tune played on cash register keys by mounting prune sales. The American public has tried the product and found it wholesome, economical, and surprisingly good.

World production of prunes is confined to France, Jugo-Slavia and the United States. In this country,

the Pacific Northwest during the last ten years has produced, on the average, about 23,000 tons per year. California alone, with its annual crops approximating 200,000 tons, is responsible for nearly 75 per cent of the dried prunes of the world.

The picture of the California prune industry in August, 1932, was anything but favorable. Prunes from the 1932-1933 crop were ready to go on the drying trays. There were, however, in the hands of the commercial packing and selling organizations 36,000 tons left over from the 1931 crop. This was the largest unsold surplus ever carried over into the next year.

Prices offered to the growers on the ranches ranged from three-fourths cent to 1 cent per pound base price. The desire of every grower during these days of financial necessity was to sell his prune crop as quickly as possible after harvest time. The fear of the 200,000 tons being dumped onto the market within the space of a few weeks caused many growers to make price concessions in order to assure immediate sale of their total crops. But no possible magic has ever turned 200,000 tons of prunes into cash in the short harvesting period. So the prospect for higher

## Iowa Shoppers Empty Store Shelves

**DES MOINES, IOWA,** Dec. 26—Riding close on the heels of Santa Claus and toting a pocketbook bulging with \$20,000,000 of federal corn loans, prosperity rounded the corner in Iowa fortnight ago and headed up Main street at full speed.

Unsuspecting merchants, caught with demoralized stocks, were swept off their feet in the fury of holiday buying that depleted their wares ere the first Christmas stocking was hung.

Business prophets hail this as only the grey dawn before the sunrise for 90 days more will see three times as much U. S. Corn-Hog money released in Iowa!

### More Cash Circulating

**NEWTON, IOWA, Dec. 26th**—Retail merchants Saturday (Dec. 23) had the largest single day of business in four years. Many extra clerks were employed and purchasers were paying cash.

Influx of corn loan money caused more money to be in circulation Saturday than for several years.

### Sold Out

**CHARLES CITY, IOWA, Dec. 26th**—The heaviest Christmas buying in years found many merchants here cleaned out to the bare walls on the eve of final holiday shopping.

The fact that the U. S. Corn Loan program and CWA projects are turning thousands of new dollars loose in this community is credited for the startling business.

Similar cases were reported throughout the state. Jobbers and dealers credit U. S. Corn Loans and improved public confidence as basic reasons for Iowa's remarkable business upturn.

# PROSPERITY HEADED UP IOWA'S Main Street!

THE DAM has broken and merchandise is moving. Dealers already report depleted stocks—are ordering in larger quantities. We are no longer in a round-house. There is a "corner" and we have turned it.

And, The Des Moines Register and Tribune with 238,331 of the most select customers for anybody's merchandise is playing a major role in directing these sales to dealers all over Iowa. Alert manufacturers will immediately tap this established buying power through major schedules in . . .

## DES MOINES REGISTER AND TRIBUNE

238,331 Daily 211,038 Sunday  
A. B. C.

# 7 Times First

Used More Than 70,000 Lines

J. Walter Thompson Co.  
Young & Rubicam, Inc.

N. W. Ayer & Son, Inc. { 16,993 { 26,176  
  9,553 {

Lord & Thomas { 24,994 {  
  14 {

The Blackman Co.

F. X. & A. Adams Co.  
McCann & Co.

This is  
Thomp  
keeping  
the mo  
prepar  
records

J.  
C O M



This is the 7th consecutive year in which J. Walter Thompson Company has been first in Good Housekeeping's annual report. ★ The agency which places the most advertising, over a period of years, must prepare the most effective advertising. The sales records of the businesses we serve bear this out.

★ J. WALTER THOMPSON  
COMPANY ★ ADVERTISING

field prices and fair market values was a most gloomy one in the fall of 1932.

For several months previous to the 1932 harvesting season, leading prune growers, in co-operation with the Federal Farm Board, the State Department of Agriculture and the Giannini Foundation of the University of California, had been studying the California prune business.

A series of more than 100 conferences beginning in February, 1932, finally developed these definite conclusions, which were again reiterated in a recent report of E. W. Stillwell, general manager of the United Prune Growers of California:

(1) That the prune program must include independent growers, commercial packers, and the California Prune and Apricot Growers Association.

(2) That there was no real surplus production of prunes, but that difficulties were due to faulty marketing:

(a) Desire or necessity of growers to sell at harvest time.

(b) Unwillingness of the trade to buy in quantities (brought about by the changed commercial practice of hand-to-mouth buying).

(c) Keen and unrestricted selling competition by marketing agencies, resulting in demoralization and a constantly lowering price level.

(3) That there must be proper standardization of the product in order to eliminate inferior and off-grade fruit from the market.

(4) That proper prune advertising and industry market development should be carried on.

The Prune Organization Committee stated that "The aim of any co-operative undertaking should be to secure, over a period of years, an adequate return to its members for their product."

The Committee determined that the foregoing conditions could be remedied only by tying in 80 per cent to 90 per cent of the total California production, which was done.

On September 2, after an aggressive sign-up campaign to secure 80 per cent of the growers'

### ORGANIZATION OF THE CALIFORNIA PRUNE INDUSTRY

(ALL PRUNES BASED ON 1931 CROP)  
(EXCLUDES TREE)

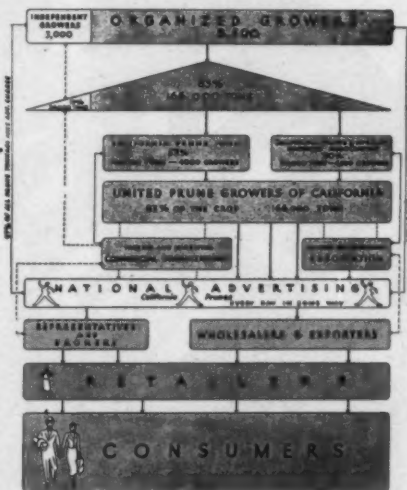


Figure 1

tonnage on contract, the industry plan for the California prune industry was accepted by all factors and steps were taken immediately to put two new co-operatives into operation.

Figure 1 shows in chart form the organization set-up of the California Prune Industry Plan as it is now operating. There has been no change in the program or procedure since organization was completed.

The prune grower, if he is interested in supporting the industry program, has two options. He can join the California Prune Pool or the California Prune and Apricot Growers Association. If he chooses to remain on the outside, he is

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## MR. FRIENDLY APPROVES

Edwin S. Friendly has approved this advertisement. You wouldn't be reading it if he hadn't. He's the Business Manager of The Sun. He says there are three things he'd like to get across to the readers of Printers' Ink:

(1) That New York offers the advertiser more sales opportunities than dozens of states combined, scores of large cities combined. The sales in half the area of the country do not equal the sales in metropolitan New York. . . . Scattered advertising is expensive. Concentrated advertising where sales are largest is *economical*.

(2) That among the substantial, buying people of this market The Sun is read, according to numerous surveys, in more homes than any other weekday newspaper. The Sun goes home . . . and so does the advertiser's message in The Sun.

(3) That the department stores of New York (and they know New York intimately) in planning their own advertising . . . in planning their own sales campaigns . . . place more space in The Sun than in any other newspaper. And a fine guide to a newspaper's selling power is its volume of department store advertising.

# The Sun

*The Newspaper of Distinction in its Readers, its News and its Advertising.*

**NEW YORK**



apt to sell to one of the thirteen commercial packing and selling organizations affiliated in the industry program, because these packers, together with the association, market annually more than 95 per cent of the California prune crop.

The California Prune Pool has a three-year contract with its members, covering the prune crops of 1932, 1933 and 1934. These contracts are operative only so long as 80 per cent of the tonnage based upon 1931 crop figures is included in the membership of the Pool and the Association. To make sure of proper control, the contract provides for an annual audit in May of each year.

The Pool grower delivers two-thirds of his fruit to the organization but is permitted by contract to sell the other third to any of the affiliated packers. Sales of this "free one-third" can be made at any time by the grower. Usually these sales are made at harvest time, thus giving the grower imme-

diately money. The Pool merely receives and holds all of the prunes of its member growers, leaving processing, packing and distribution to the commercial packers.

The grower belonging to the California Prune and Apricot Growers Association delivers to his co-operative, but warehousing, pooling, shipping, packing, financing and selling is done by the association. One-third of the association member's tonnage is sold free from the industry control, while two-thirds of their prune stock, as is the case with Pool members, goes into the industry prune pool.

No grower in California wants the prune plan to fail. "Let George do it" is still the plaint of many, but the fact remains that more than 83 per cent of the tonnage is now included in the plan. This is an increase of 3 per cent since organizing.

Only a few of the smaller packers are left on the outside now.

(Continued on page 76)

### Percentage Price Changes Since 1932

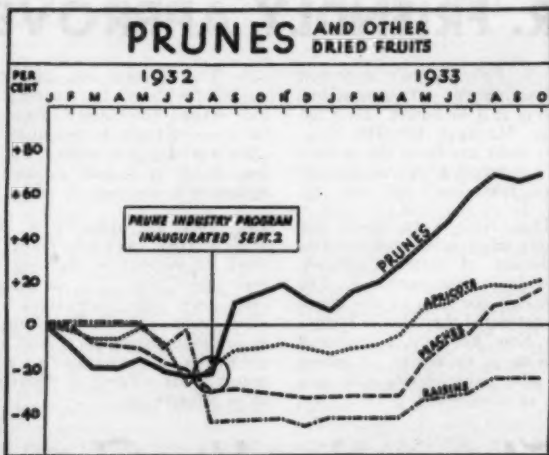


Figure 2—Index figures on dried fruits based upon Packer's Quotations, f.o.b. California in 25-pound boxes for the following:  
Prunes: Santa Clara 50-60s. Apricots: Blenheims—Choice Grade.  
Dried Peaches: Muirs—Choice Grade. Seedless Raisins: Choice Grade

# How to Advertise in the Soviet Republics

Capital Goods Are in Demand but Must Be Advertised in the Soviet Manner

By Herbert L. Stephen

**MAXIM LITVINOFF**, Soviet Commissar for Foreign Affairs, in his recent visit to this country opened the doors to a \$100,000,000 market for capital goods. In his conferences with President Roosevelt for the recognition of the Soviet Union after sixteen years of friendly, but non-diplomatic, relations between the two countries, he stressed the need of capital goods. He offered preferential tariffs and many other concessions for the opportunity to trade with us.

True, the actual amount of credit that can be arranged is still subject to many delays and discussions and conferences. But the fact that other than capital-goods industries have shown a real tendency toward what we term "normalcy," leads not only the Soviet Union but some of our better economic minds to believe that the loan, the extension of credit, or what other methods may be used in lieu of cash, will be arranged in short order. What that amount will be is problematical. It has been variously estimated at from \$120,000,000 to \$520,000,000, with a figure about \$250,000,000 getting the most approval.

Let us assume that it amounts to only \$100,000,000. That opens to American manufacturers of capital goods an enormous market. It offers a preferential market for American goods, both for Soviet heavy and light industries. The Soviet wants chiefly and needs capital goods to build its own conversion plants. Also it is in the market for a certain amount of conversion machinery for operating machines for the conversion of commodities into articles of practical use. As for consumer goods, the outlook for purchasing these here is still indefinite. Much de-

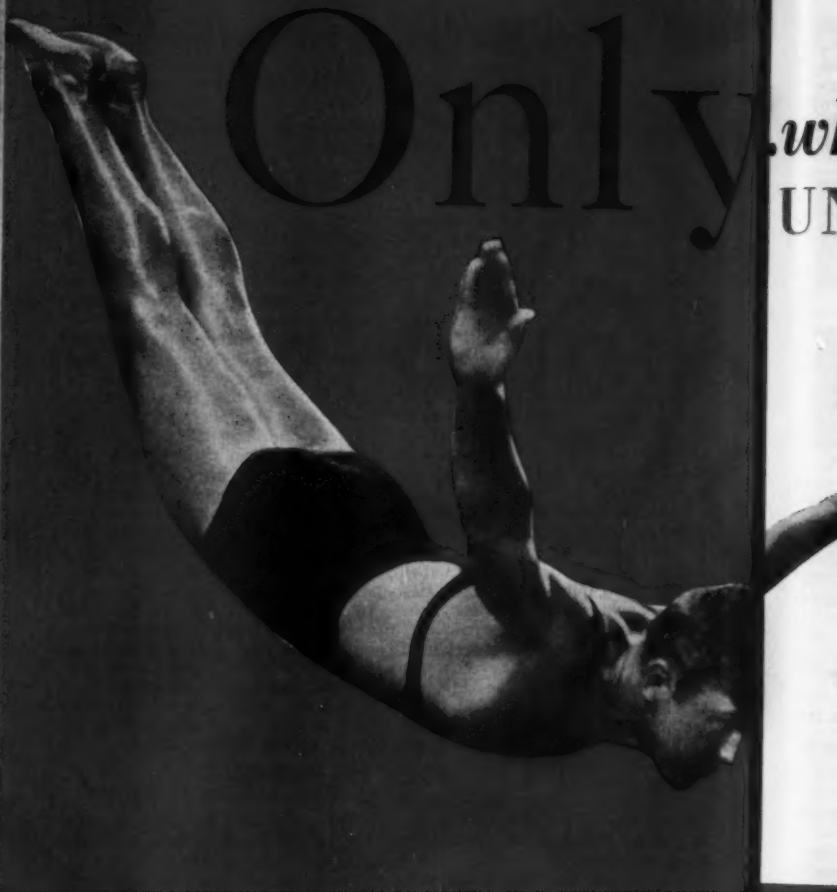
pends on credit facilities to be established in this country for purchases of heavy industrial equipment and raw and semi-manufactured materials, such as cotton, copper, structural steel, etc.—as well as upon other arrangements for expansion of Soviet sales. The general tendency, however, is to keep the consumer market, as we know a consumer market, for Soviet home industry.

The American manufacturer by reason of his inventiveness, his ingenuity and machine production, is most popular with those in active charge of the buying for the Union of Soviet Socialist Republics. In spite of a number of obstacles and the absence of normal trade relations, a considerable amount of trade has been built up within the last sixteen years between this country and the Soviet Union, showing a total export-import turnover of over \$800,000,000, with a balance of \$500,000,000 in favor of the United States.

## *How Purchasing Is Done by the Soviet*

With the removal of these obstacles and provided proper facilities are created, there is every reason to believe that a much larger trade will be built. However, the American manufacturer will be forced to do business with the Soviet in the Soviet manner, if he wishes best to reap that harvest. Purchase in the Soviet Union is not made by the usual arbitrarily appointed purchasing agencies.

The factory or plant—the user of capital goods—is the logical prospect in the Soviet Union. The technical staff of any Soviet industrial enterprise originates the requisitions and draws up the specifications for equipment needed



THE BOONE MAN REPRESENTS  
27 HEARST NEWSPAPERS

DAILY

New York Journal  
Albany Times-Union  
Syracuse Journal  
Rochester Journal  
Los Angeles Examiner

Boston American  
Baltimore News  
Washington Herald  
Washington Times  
San Francisco Examiner

Atlanta Georgian  
Chicago American  
Detroit Times  
Omaha Bee-News  
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser  
Albany Times-Union  
Syracuse American  
Los Angeles Examiner

Rochester American  
Detroit Times  
Omaha Bee-News  
San Francisco Examiner

Baltimore American  
Washington Herald  
Atlanta American  
Seattle Post-Intelligencer

# *when you know what is* **UNDER *the* SURFACE**

**O**NLY when you have factual proof that every condition in the market you plan to attack *is right* . . .

Only when you know, beyond doubt, that your product is of a type and at a price that the market wants . . . and that the people of the market have money to buy it . . .

Only when you have assurance that retailers will give their whole-hearted, sales-producing support . . . Then . . . *go in*.

Realizing the difficulty of quickly securing data of the above type, 27 of the Hearst newspapers, represented by the Rodney E. Boone Organization, exert constant effort to assemble such facts and to keep them up to date.

As a result, manufacturers and agencies may secure, at any time, an accurate Under-the-Surface survey of each of the 14 important market-areas in which these great newspapers are a potent merchandising force . . .

CALL THE BOONE MAN



• RODNEY E. BOONE ORGANIZATION  
A UNIT OF  
HEARST ADVERTISING SERVICE  
NEW YORK

Chicago	Detroit	Cleveland	Boston
Philadelphia	Rochester	Atlanta	
San Francisco	Los Angeles	Seattle	



United States concentrates on about 100 publications. Later, if the need arises, more will be added to the list. The circulation of all Soviet publications is guaranteed by the State through its own audit bureau, known as Glavlit. No wild promotion schemes for an increase in circulation are permissible, the publication gets as near 100 per cent coverage of its particular field as is humanly possible, or its demise is ordered. As a matter of fact, in many cases the subscription lists have to be kept strictly down, due to the great demand for finished paper, so that each copy of certain magazines has two or three or even more keenly interested readers.

Because they are non-competitive, we quote some of the rates. Newspapers charge from 50 cents to \$2 per nonpareil line. The latter price is for the *Izvestia*, the official daily organ of the Soviet Government, with a national daily circulation of 3,000,000. This paper, incidentally, is published in both Moscow and Leningrad on the same day. The type is set, the mats are made in Moscow. The mats are then sent by plane to Leningrad hundreds of miles away.

The rates for periodical publications run from \$90 to \$125 a page and space is sold on the page or part-page basis. The Inreklama office in New York has its own men in the field and as a general rule prefers to deal directly with the advertiser. However, it is not averse to making arrangements with reputable advertising agencies handling industrial accounts and paying to these agencies regular commissions on accounts they actually solicit for Soviet publications.

The Inreklama office furnishes all translations of copy gratis, handles the translations of inquiries resulting from advertising, sets all advertisements on this side, secures the advertiser's approval and forwards mats, plates and cuts to the presses in the Soviet Union.

The mechanical requirements are somewhat different from those in this country. No stress is laid upon dressing up the publications, expensive coated paper, etc. Finely

screened cuts are not recommended. The best results obtained are from line cuts. The subject matter is the important consideration by the publishers. Usefulness is the watchword of the underlying editorial policy. Publications must stand or fall under that paramount test.

Inreklama suggests to the advertiser what sort of copy he should use for the particular industry he addresses. First and last, it demands informative copy. It accepts copy equipment, product and services that have either actual or potential marketable value in the Soviet Union. Inreklama advises also which points in the copy should be emphasized and which should be omitted in order to get the best results.

Copy should be as plain as possible. It should be technical and informative to a superlative degree.

#### **Editorial Type of Advertisements Used**

There is one type of advertising that is not used often in America—called "descriptive advertising." It is set up in the same style and type as editorial matter, carries a news type of illustration. Such advertisements are printed immediately after the regular editorial text and are intended for detailed descriptions of methods and industrial practices which do not lend themselves to regular advertising insertions. That style of copy is preferred in certain instances. Institutional and display copy is widely used.

Direct mail, as it is generally understood in this country, is not very much stressed. Inreklama may furnish lists that could be circularized, but experience has shown that much of this effort is wasted. However, direct correspondence in the form of answering inquiries from the field as a result of publicity is desirable and extremely effective.

Catalogs and other descriptive matter in Russian are useful in answering inquiries. While a number of the publications are in various languages—such as Ukrainian, Georgian, Tartar—Russian is the dominant language.

# Understanding—Not Exploitation

Squibb Copy Forecasts the Desires of All Good Advertisers

IT is a characteristic of social reformers that they are more than likely to get excited about one phase of a problem and rush off after it to the exclusion of all else. This course of action has often, throughout history, led to confusion and a failure to gain the objective which the enthusiastic reformers wished to accomplish.

There is now, especially in certain quarters at Washington, a disposition to take a crack at all advertising. Because of the unsupported and ridiculous claims of a few, there has come a tendency among bureaucrats to figure that all advertising is a form of pernicious activity, that it accomplishes no good, that it is damaging to the economic wealth of the nation.

Various self-appointed representatives of "us consumers" are getting to a point where they think all consumer buying should be done by specification rather than by brand. They assume that the maker of any product, be it vacuum cleaner, razor blade or automobile accessory, is exploiting the poor public just because he uses advertising to tell who he is and what he makes.

In this connection a recent page of Squibb copy is interesting and significant because of its implications as well as the actual words of the copy itself. The photographic view of the back of an apartment house where four different families live, battling each in its own way against economic pressure, leads to this statement at the end of the copy: "To share their fortunes is not to exploit them but to understand them."

Understanding the

consumer—anticipating his wants—is exactly what Squibb and other worthy advertisers have been doing for years.

Cluett, Peabody, like Squibb, never waited to sell by specification or what the consumer demanded, but looked out in advance for the consumer's interests, improving the product to meet tomorrow and next year's needs. The company's "Sanforizing" is an instance. Formerly shirts shrunk in varying degrees impossible to determine in advance because of different washing conditions. The company developed a machine which mechanically treats the cloth at the end of the production process. This made a change which actually reduced shrinkage to a point where the company can guarantee permanent fit. Unless this manufacturer had branded his merchandise, he wouldn't have had the incentive to set up before the consumer something new and something better which the company







# *A New Year's Reminder that*

**The Chicago Daily News  
reaches more Homes in  
High and Medium residen-  
tial districts in Chicago  
and Suburbs than any other  
daily newspaper . . . at the  
Lowest Line Rate per Home.**

can tell about in its advertising.

This is one of the things about advertising which a professor, who thinks the consumer should be "protected" against the man who puts his name on his merchandise, will always overlook. Such a "protection" process, impractical in the extreme and yet being much talked about by the Consumers' Advisory Board of the NRA, would put the stamp of a dull level of mediocrity on all merchandise. Under a system of buying by specifications

only, ideas for the betterment of products to serve the consumer more efficiently would be taken out of the industrial picture. There would be no incentive for such changes.

"Not to exploit them but to understand them." There is an eight-word slogan which sums up the philosophy of the advertising of tomorrow of every manufacturer who makes a product upon which he is proud to put his name and his address.



## Dr. Pinkus on Consumer Research

December 28, 1933.

Editor of PRINTERS' INK:

Am I excited? . . . in fact so excited I just couldn't wait until I finished reading Mr. John Dough's article, "Consumer Research Is Pet Hate of This Householder" . . . he knocked my vanity into a coked or cocked hat . . . for here I have been thinking for several years and thinking vainly, of course that I was probably the only one in the world who had such iconoclastic ideas about advertising and advertising men.

Is he right? . . . how can there be any doubt? . . . I've always had the idea that most of these research, survey, statistics, etc., were just so much hokey, originated to lay the foundation for alibis as well as to give highfalutin representatives highfalutin words and terms to play with and to therefore impress prospects.

My belief has always been that advertising people (as a whole and not as individuals) have always been far too greatly impressed with

themselves and especially so as self acclaimed "knowers" of what the public wants to buy and wants to read. I could go on and on but Mr. Dough has expressed it more clearly than I possibly can.

But as proof of his assertions and proof that I know he is right I venture to relate that in the last two years I have seen two of the most successful national campaigns (as yet unsung) completed with methods directly opposite to those urged, those acclaimed and those instituted by so called advertising men. . . . Now I would sign my correct name but to do so would be to acclaim myself since I was involved in the two campaigns I mention, so in order that you can more readily appreciate my sincerity in lauding Mr. Dough's article, hence the omission of my correct name.

I have a hunch that Mr. Dough would make a good copy writer if he's not one already.

Cordially yours,  
DR. EZEKIEL PINKUS.



### Fisher Body Advances McLean

W. S. McLean has been appointed director of advertising of the Fisher Body Corporation. For more than six years he has been assistant director of advertising.

### Has Jewel Tea Account

The Jewel Tea Company, Barrington, Ill., grocery products, has placed its advertising account with Schwab and Beatty, Inc., New York.

### Kingsley Returns to Curtis

Paul J. Kingsley has returned to the New York office of *The Ladies' Home Journal* with which he was previously associated. More recently he has been with *The American Weekly*.

### Provost with Katz

Carleton C. Provost, who was a partner in the former advertising agency of Cutajar & Provost, has joined the New York staff of the Joseph Katz Company, advertising agency.

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# Professor Cavers Gives Battle

In Good-Natured and Interesting Fashion One of the Authors of the Tugwell Bill Takes Issue with the Editor

DAVID F. Cavers, professor of law at Duke University in Durham, N. C., was one of the men called in by Professor Tugwell to draft the famous Tugwell Bill. During the two hectic days of the session on the bill's hearing Professor Cavers listened to every word, heard the mass attack made on various portions of the bill, heard people say that it should all be stricken out after the enacting clause.

Thus taking it on the chin continuously, Professor Cavers managed to remain temperate and even at times to get some amusement out of the hearings. PRINTERS' INK, therefore, is very glad to publish his letter in full and to answer some of its points—we hope good-naturedly—at the end of his statement.

DUKE UNIVERSITY  
DURHAM, N. C.

Editor of PRINTERS' INK:

In disinterring from the decent repose of a Congressional committee report my extemporaneous and fragmentary remarks at the close of the hearing on S. 1944, you have accompanied them with the accusation that I had dodged the issue. Full discussion on that occasion was impossible, but I should be happy to amplify that statement for your readers, using as my text your specific suggestion for the re-wording of the definition of false advertising (and labeling) which follows:

"A label or an advertisement is false, if it is false or *injuriously* misleading in fact in any *material* particular relating to the purposes of this Act."

The underlined words are inserted, I am sure, with no intention of furnishing loopholes for the unscrupulous, but that is precisely what they do, except that the exits they provide are so commodious that "loophole" is scarcely an apt designation. Let us see how they will work.

1. They will provide absolutely no safeguard against blundering administrative action. A misguided administrator's conception of what is "injuriously" or "material" would always differ from the advertiser's. The phrase "material fact" has not comforted those who have encountered it in the Securities Act. It is hard to suppress the suspicion that on

this point the editor is being a little naive himself.

2. In any court action the Government must prove an advertisement "false" or "misleading" beyond a reasonable doubt. This is a heavy burden in and of itself. On top of it, you wish to place the burden of proving beyond a reasonable doubt that the false statement was "material" or that it was "injuriously" misleading. In practice, this could be done only in frauds of the grossest sort; and you may be sure that, with such a provision in the law, subtlety would be the watchword of copy writers for quacks and cheats.

3. The reputable advertiser would gain very little from the insertion of qualifying terms. Surely he does not wish to be put in the position of admitting in court that his advertisement was false or misleading, only to insist that it was not injuriously or materially so. The distinction would furnish his lawyer with a means of protecting him from the penalties of the law, but it would not protect his reputation which, in the case of an honest concern, is certainly of greater consequence than the fine which would be imposed in case of conviction.

4. The suggested amendment would destroy the effectiveness of the law as a deterrent. If the value of an extension of the Food and Drug Act to cover advertising were to depend solely on the occasional criminal prosecution that can be brought under it, the law would not be worth



# CONSTANT

## *Neverfailing*

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Amid a welter of doubt and uncertainty, one great sales-force has remained constant . . . that potent, compelling, irresistible *store-door pressure* which for many years has been the outstanding and *exclusive* characteristic of the NEW YORK EVENING JOURNAL.

Even through the four lean, unmourned years just past, EVERY sales campaign HAS SUCCEEDED which has consistently followed a plan devised by the Journal and carried out by its Merchandising Department.

With returning good business, this sales-force is more potent than ever . . . and is impartially available to all those with merchandise for sale.

**NEW YORK JOURNAL**

**A Neverfailing MERCHANDISING Force**

NATIONALLY REPRESENTED BY RODNEY E. BOONE ORGANIZATION

its cost to the Government Printing Office. Its value will depend on the extent to which it will induce copy writers and those approving their work to subject copy to critical examination—the sort of examination which would have removed the “baloney” from some current sausage advertising. (Incidentally, in the Jones Dairy Farm Sausage case, the bureau's chief ground of complaint was neither the jingle nor the picture but the very definite suggestion in the copy that the product was made on the farm. A consideration of all the facts reveals an instance of Governmental protection of business against unfair competition. If that is “bureaucratic tyranny,” we need more of it.) The suggested amendment would destroy the incentive for such scrutiny and, in many cases, would direct it to the question of how material the misleading implications might be.

5. Your tribute to the originality of the draftsmen of S. 1944 must be qualified. In refusing to employ weasel adverbs and adjectives, we followed the good example of the learned draftsman of the PRINTERS' INK Model Statute.

Two other additions merit comment:

1. That little phrase “in fact” must be doing duty in its colloquial sense of “actually,” but it looks much more like a license for false opinions. If so, it reduces the statute to a warning not to be crude. This is no loophole; it is an open door.

2. The suggestion to add “relating to the purposes of this Act” seems unexceptionable—even to a professor.

DAVID F. CAVERS.

P.S. So advertisers have discovered Lord Hewart. His “New Despotism” has been the source book for professional viewers-with-alarm at bar association meetings for some years now. Yet Parliament, Congress, and our State Legislatures continue to vest added powers in administrative officials. The lawmaker has found that it is no more possible to govern a twentieth-century, industrial nation by the methods which worked tolerably well in 1800 than it is to make Dairy Farm Sausage down on the farm. Solicitude for the few individuals who are victims of administrative injustice should not blind one to the protection given countless others, which is made possible only through the exercise of administrative powers.

D. F. C.

## Greetings to Professor Cavers

By Roy Dickinson

I AM sure that Professor Cavers has me definitely in mind when he accuses me of disinterring his remarks from the decent repose of a Congressional committee report. They seemed to me so important when they appeared in the official record of the hearings that they were run in PRINTERS' INK with comments.

Professor Cavers is right that there was no intention of furnishing loopholes for unscrupulous manufacturers by suggesting that “misleading” be prefaced by the word “injuriously” and “particular” be preceded by the word “material.” However, it must be remembered that Professor Cavers or his colleagues put into the original bill words which were so meaningless,

and so misleading to the honest legitimate manufacturer that they required changing.

A label or an advertisement which created “a misleading impression” was to be made a crime. A food, drug or cosmetic advertisement was held false “if by ambiguity or inference it created a misleading impression.” How could any law-abiding manufacturer recognize either his rights or his duties in such vague and ambiguous language as that? What is meant by “ambiguity or inference” and whose inference is meant? Obviously an advertiser may honestly say one thing and somebody may erroneously infer something else from it. A statement from Gordon Selfridge which ran recently in the London

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*Times* and is digested later on in this article will make this point clear to the Professor, I feel sure.

So much for the first portion of Professor Cavers' letter. Now let us take a look at point 3 in his statement.

No honest manufacturer could possibly object if the purposes of the whole Tugwell Bill had been clearly stated as being for the protection of the public health, if "and for other purposes" had been omitted.

So many decisions have been made by Government bureaucrats which show a total lack of a sense of humor or proportion that such a term as "create a misleading impression" is entirely too broad. Such expressions may very easily lead to trouble; both the legitimate manufacturer whose very name may seem misleading to some dried-up old boy sitting at a dusty desk.

I submit that an advertisement should be proved actually misleading in some particular relating to the purposes of this act, which is primarily to protect the public health, in order to have its user jailed. The Cavers-Tugwell definition I still consider entirely too ambiguous.

"An advertisement shall be deemed to be false if in any particular it is untrue or by ambiguity or inference creates a misleading impression." That leaves the way open to confusion and scares a copy writer. Make it definite and specific.

#### *What Selfridge, of London, Found*

Here is Gordon Selfridge, of London, speaking. He announced on September 2 last that his store would pay ten pounds to any member of the public during a three months' period who first reported "an inaccurate or misleading statement" in any of his newspaper advertisements. The offer aroused great interest. The ten pounds was paid a number of times, almost always on technical grounds.

In an advertisement in the *London Times* recently this statement by Selfridge appeared:

"When we announced our offer we had to attempt a definition of the inaccurate, of the misleading. The special offer necessitated a special set of definitions. We had to replace the ordinary use of words with something like the legal use. We had to set up a sort of mechanism of interpretation and assessment between the laboratory uses, the trade uses, the literal uses of words and the ordinary uses of people out shopping.

#### *Different Meanings to Different People*

"The preparation and operation of that mechanism taught us a great deal. It showed us how often the same word can mean two, three and four different things to different people. It showed us how necessary have been the untiring, resourceful, intense efforts we have always made to secure that every word of this House was as accurate as language could make it.

"But that mechanism of definition and interpretation is not suitable for the ordinary friendly public in their ordinary friendly shopping."

Selfridge & Company still have an offer of a reward of ten pounds to the first person who points out any mis-statement in the description, price, quality or size in any advertisement "which would adversely affect a customer's purse." Selfridge's advertising has always been straightforward. It is a legitimate house. But different words mean different things to different people.

Let Professor Cavers keep in his bill that an advertisement which in anyone's mind creates a misleading impression is a crime, and allow an individual to collect damages (as the original bill does), and the blackmail and trouble which would follow would raise the devil.

Take paragraph 5 above. The tribute I paid to Professor Cavers' originality did not refer to the advertising section but to the voluntary (so-called) inspection service to be paid for by manufacturers in a sort of a giant revolving fund. Also to the clause which would have put the whole chewing gum



industry right out of business.

On advertising, be it noted that the PRINTERS' INK Model Statute says "false or misleading"—not "create a misleading impression by ambiguity or inference." That word "impression" is where much of the trouble lies. Moreover the PRINTERS' INK Model Statute is a State law (in twenty-five States) administered by the district attorney as are all criminal laws, and its definitions are not left to be interpreted by bureaucrats. Let Professor Cavers drop in at our office sometime—say next week Thursday—to look over a list of convictions secured under this statute.

Legitimate advertisers don't want weasel words or loopholes for the crook in any law to regulate advertising. They do want a law that will be administered the way laws for robbery or other crimes are administered. We are with you in your objectives, Professor Cavers, but make your definitions exact.

I should think the words "in fact" could come out and I am

glad you like the suggestion "relating to the purposes of this Act." What are, exactly, the purposes of the Act? Are you willing to drop the words "and for other purposes?"

Lord Hewart knows more than I do about what happened in England when great administrative power was given to civil service employees. Didn't you say at the hearings "we don't have to cut the due process of law clause out of the Constitution" under your new Act? Why give great grants of administrative power then, to people who get excited about the fact that all the best little pigs actually don't get turned into Jones Sausage? Can't we continue to give protection under laws to be enforced by those legally responsible to enforce them?

In the meanwhile and while awaiting your reply, let me urge you not to go after a misbranded product I have recently discovered which, while it is called Teacher's Highland Cream, seems to contain no butter fat whatever.

\* \* \*

### Change in Benton and Bowles Officers

At the annual meeting of its board of directors, Benton & Bowles, New York advertising agency, made a change of officers. A. W. Hobler, former vice-president, has been elected president. William B. Benton, former president, has been elected chairman of the board and Chester B. Bowles executive vice-president. The agency is an equal three-cornered partnership among Messrs. Benton, Bowles and Hobler.

### Zehrung, General Manager, Pennzoil

W. S. Zehrung, formerly manager of lubricating sales, has been appointed general manager of The Pennzoil Company, Oil City, Pa. B. S. Phillips, his former assistant, has been appointed to succeed him as manager of lubricating sales. Mr. Phillips joined Pennzoil as advertising manager.

### Has Champagne Account

Goggi Brothers, New York, distributors of Bosca Italian champagne and other Italian wines, have appointed W. I. Tracy, Inc., New York, as their advertising agency. Newspapers will be used.

### Made Vice-President, Campbell-Ewald

R. C. Diserens has been appointed a vice-president of the Campbell-Ewald Company. He has been with this agency as an account executive for seven years. Previously he was with the J. Walter Thompson Company and the American Can Company, of which he was formerly sales manager.

### Heads Erwin, Wasey Office at Minneapolis

A. R. Johnson, vice-president, has been placed in charge of all creative production in the Minneapolis office of Erwin, Wasey & Company, advertising agency. He was formerly on the copy staff of the Chicago office.

### Buick Motor Appoints H. H. Johnson

Hugh H. Johnson has been appointed assistant advertising manager of Buick Motor Company, with headquarters at Flint, Mich. He was with the Reo Motor Car Company for ten years, later becoming assistant to the sales manager of the steel barrel division of the Motor Wheel Corporation, Lansing, Mich.

# ADVERTISED EXCLUSIVELY IN THE NEWS IN INDIANAPOLIS

Selby Arch Preserver Shoes  
Loose-Wiles Products  
Swans Down Biscuit Mix  
India Tea  
Kaffee Hag Coffee  
Lipton's Tea  
Sanka Coffee  
Chase & Sanborn Coffee  
Canada Dry Ginger Ale  
Cliequot Club Ginger Ale  
Hires Root Beer  
Welch's Grape Juice  
Post's Bran Flakes  
A-1 Sauce  
Domino Sugar  
Heinz Condiments  
McCahan's Sunny Cane Sugar  
Kraft-Phenix Cheese  
Borden Cheese  
Bowlene  
Chipsco  
Climelene  
Dreft  
Easy Task Soap Chips  
Ivory Soap  
Old Dutch Cleanser  
S.O.S. Cleanser  
Super Suds

Tintex and Whitex  
Certo  
Crisco  
Pineapple Products Co.-op. Assn.  
Reading Anthracite Coal  
American Radiator Co. &  
Standard Sanitary Mfg. Co. Prod.  
Provident Mutual Life Ins. Co.  
Stetson Hats  
Atwater Kent Radios  
Philco Radios  
Stewart-Warner Radios  
Beyuk Cigars  
Dutch Master Cigars  
La Palma Cigars  
San Felice Cigars  
Spud Cigarettes  
Brownstone  
Camay Soap  
Colgate Products  
Gem and Ever Ready Razors  
and Blades  
Ingram's Shaving Cream  
Noxzema Cream  
Scottissue and Waldorf Toilet Paper  
Dr. West's Tooth Paste and Brush  
Cadillac-La Salle  
Kelly-Springfield Tires

And many others

Compiled from Media Records, Inc., General Advertising  
Classification, first 11 months of 1933

Complete coverage of the Indianapolis market by a circulation 97 per cent home delivered . . . plus the confidence of habitual readers and their responsiveness to its editorial and advertising messages . . . give The Indianapolis News the ability to sell this market economically and profitably . . . and do the job ALONE.

## THE INDIANAPOLIS NEWS



SELLS THE INDIANAPOLIS RADIUS

New York

Dan A. Carroll, 110 East 42nd St.

Chicago

J. E. Lutz, 180 N. Michigan Ave.

# Advertising Museum

SEVERAL weeks ago the Little Schoolmaster reproduced an advertising antique—an advertisement published in October, 1887, headed "Curious and beautiful optical illusions, presented by the proprietors of Pears' Soap." Reproduction of this old-time advertisement has prompted two members of the Class to write in, enclosing some other interesting examples of advertising from a by-gone era.

THE EMPLOYERS' LIABILITY  
ASSURANCE CORP., LTD.  
BOSTON

Dear Schoolmaster:

I thought you might be interested in the peculiar coincidence which happened on the day your issue of December 14 reached my desk. I saw the Pears' Soap advertisement on page 114 and had on my desk just a few inches away the Pears' Soap advertisement which I enclose. The idea of this is the same, although you will note that the

width of the rings in the circles is the same in each circle.

I also enclose an advertisement which I got from the same source, showing a reproduction of what Pears' Soap used in 1789.

I don't believe any of our modern soap manufacturers are using the appeal that you should have a complexion "as onto new milk and ripe cherries" and, if I remember correctly, most people were brought up, or at least I was brought up to believe that milk and ripe cherries were a very bad combina-

THE CURIOUS ADVERTISEMENT OF 100 YEARS AGO!

## PEARS' SOAP



gives  
com-  
plexions  
as  
vnto  
new  
milk  
and  
ripe  
cherries

*Comely dames, brave squires, pretty little misses  
& smart little masters, regularly use*

## PEARS' SOAP

*Pears—Soapmaker to ye King  
Pears Soap can be bought at all ye shops*

THE STORY OF A WISE MAN



TO BE HARRISON WAS A HAPPY CHILD AND WOULD HAVE BEEN  
AND TO BE HARRISON WAS A HAPPY CHILD AND WOULD HAVE BEEN  
AND TO BE HARRISON WAS A HAPPY CHILD AND WOULD HAVE BEEN  
AND TO BE HARRISON WAS A HAPPY CHILD AND WOULD HAVE BEEN

At the left, another old-time advertisement of Pears, submitted by Mr. Grose—directly above, an advertisement which, Mr. Harrington suggests, may have been a source in the development of the modern comic supplement advertising.

tion for the good of one's tummy.

Perhaps this old advertisement which appeared in 1789 was the real inspiration for the song "Life Is Just a Bowl of Cherries."

You may be interested to know that these advertisements appeared in *Cassell's Concise Cyclopedia* which was published in twenty-eight different parts. I attach the covers from one of the issues. This cyclopedia had among its subscribers Richard Cathie who is now connected and has been for many years with the Wright Company, photo engraver, of Boston. I happened to be at Mr. Cathie's home one evening and saw the Pears' Soap advertisement staring me in the face and, after we got talking about it, he gave it to me.

Checking up with him further, after I noticed the coincidence of the two Pears' Soap advertisements of such a similar nature being on my desk at the same time, Mr. Cathie told me that he began to subscribe to the cyclopedia in 1882. He also then sent me the Pears' Soap double-page spread, the copy of which is interesting.

ARTHUR D. GROSE,  
Superintendent, Publicity  
Department.

\* \* \*

GENERAL TIRE & RUBBER COMPANY  
AKRON, OHIO

Dear Schoolmaster:

While the class is on the subject of advertising antiques, I should like to leave on your desk three choice examples. Two of them may or may not be the origin of two "modern" forms of advertis-

ing—the before-and-after fold-over direct-advertising piece—and the Sunday comic supplement advertisement.

The third piece is included because the testimonials on the back date the era of this advertising in the early 80's—and for the choice bit of copy—"For animals, \$1.00; for human flesh, 50 cents."

The comic strip "Story of a Wise Man" has a sequel which reads:

#### The Story of a Foolish Man

There was a foolish man who bought from an unprincipled dealer at an extravagant price a box of mud for stove polish. "It's just as good as the RISING SUN!" said the dealer.

And that foolish man took the fraudulent polish home to his wife.

And ever after spent most of his time waiting for his meals so he was unable to attend to his business.

And was never at his office to receive his money.

So he became a poor miserable vagabond, and was forced to beg his bread in the streets.

These are torn from a childhood scrap book of my wife's. Since she was not born until several years after they were printed, there must be something to say for the longevity of this kind of advertising. And after all, they are no more atrocious than many of the more recent examples.

Probably you had better not publish any of them for fear of the effect it might have on poor Professor Tugwell.

B. H. HARRINGTON.

#### Sniffen Joins Boone

Frank D. Sniffen has joined the Rodney E. Boone Organization, New York, as an advertising representative for the New York *Evening Journal*. Mr. Sniffen had been advertising manager of *The Elks Magazine*. Previously he was Eastern advertising manager of *Shrine Magazine*.

#### Heads Household Finance

Byrd E. Henderson has been elected president of the Household Finance Corporation, Chicago, succeeding the late Leslie C. Harbison. Mr. Henderson has been executive vice-president of the company since its organization in 1925.

#### Socony-Vacuum to Getchell

The Socony-Vacuum Corporation, New York, has placed its advertising account with J. Stirling Getchell, Inc. This includes the advertising of the Standard Oil Company of New York, Inc., and the Vacuum Oil Company, Inc., as well as that of the Socony Vacuum Corporation.

#### Bart with Brown Agency

Stuart G. Bart, formerly of the Bart Advertising Company, has joined the Brown Advertising Agency, New York, where he will head a new direct-mail department being organized by the Brown agency.



Photo from Ewing Galloway

Go into any store. You will find women BUYING. The cash register bells are ringing.

### Who is doing TODAY'S Buying?

Yesterday's yardsticks won't tell you. Such factors as "Residential Areas", "Income Groups", "Telephones" and "AB Families" are sadly warped.

There are tax delinquents on both sides of the tracks. The able spender of a few years back is now "on the town". Yet his next door neighbor still has two cars—one a 1933 model.

### There is ONE Way to Know Who is Buying Today

Go into stores. Question women who are buying. They can tell you how you can reach them. This is exactly what

# GOODHO



# Women ARE BUYING today!

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is done in 196 different stores in 14 different cities. Representative advertising agencies did the job. They discovered a significant fact:

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**85% OF THE WOMEN BUYING TODAY  
ARE MAGAZINE READERS**

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That is still more helpful, this 78-page study will tell you exactly WHAT magazines these women are reading. These are the magazines you should use—if you want to reach women who are buying today.

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The Good Housekeeping Representative will be glad to show you "Women Who Are Buying".

# GOOD HOUSEKEEPING

**Everywoman's Magazine**

# Al Smith on the Tugwell Bill

By Alfred E. Smith

[EDITORIAL NOTE: Consumers who have been provided with pro-Tugwell propaganda by the Food and Drugs Administration will take thought when they read this article in *New Outlook*, part of which is reprinted here by permission.]

**A**N extraordinary amount of interest has been aroused throughout the country over the so-called Tugwell Bill regulating foods, drugs, and cosmetics.

The issues at stake are worth examining. To begin with, it must be admitted that the present Federal laws governing foods, drugs, and cosmetics need strengthening, because there is altogether too much harmful stuff being foisted on the unsuspecting public. It must also be admitted that the absence of any jurisdiction over advertising as distinguished from labeling of these products, has seriously handicapped the Federal authorities in carrying out the spirit of the present laws. Amendments, therefore, are in order, and only stupid reactionaries, and unprogressive manufacturers and advertisers will deny it.

The Tugwell Bill, however, goes a long way beyond simply amending and putting teeth in present laws. The author himself has stated with considerable frankness that what he aims at in his bill is not just reform, but a revolution in the whole theory governing this field.

He regards advertising as largely waste, and he thinks that the Government should take a hand in limiting costs to the ultimate consumer by cutting out the advertising middle-man. He also believes that Government control of industry will inevitably take the place of mere regulation, that the Government is competent to exercise such control, and that it will be in the interest of the average citizen.

Let us see how these notions are reflected in the Tugwell Bill. The

bill gives almost complete control over advertisement, which is defined as including all representations of fact, or information disseminated in any manner, or by any means other than by labeling.

The bill provides that an article is held to be misbranded if its labeling is in any particular false, or by ambiguity or inference creates a misleading impression regarding the article. A drug is misbranded if it bears the name of any diseases for which the drug is not a specific cure, but is a palliative, or if its labeling bears any representation directly, or by ambiguity or inference, concerning its effect which is contrary to the general agreement of medical opinion. Any advertisement is false if by ambiguity or inference it creates a misleading impression regarding a food, drug or cosmetic.

There are other drastic provisions for inspection, seizure, and so on.

Power to prescribe regulations is, of course, included in the bill, carrying with it a substantial delegation of legislative authority.

This rough analysis shows that the bill brings up the same old problem which is popping up every day in the Federal Government. It is the problem of whether this country is going in for Government control of industry, or for reasonable regulation. It is the question of whether we are going to the left or right, or whether we shall stick to the center. It is the question of whether we shall have a minimum of Government or a maximum of bureaucracy.

Suggestions from intelligent, enthusiastic, and disinterested young men are most valuable, but their advice must be strained through the sieve of practical workability. A great deal will stay in the sieve, no doubt to their distress, but they can content themselves with knowing that what goes through is the real essence which won't hurt the public.



# Radio Beats Seasonal Slumps with Auto Sets

Peaks and Valleys Are Being Ironed Out

By Arthur P. Hirose

Manager, Market Analysis Dept., *Radio Retailing*

FOR the first ten or eleven years of its short history, the business of making and selling radio sets was a highly seasonal business. In the spring and summer months there was practically no business at all.

After trying for a few years, to lick this condition by various stratagems, the industry was about ready to admit that you just

benefited. And Old Man Public thinks enough of auto radio to have spent about \$31,500,000 on it in the year just closed.

If you don't think radio-set making and selling was a highly seasonal business, take a look at these figures from *Radio Retailing* which show the average amount of radio business in each month of the year, for the years 1924-1929:

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	December 16½%
	November 13%
	October 12½%
	September 10%
	August 5½%
January 10%	
February 8½%	
March 6½%	
April 5%	
May 4½%	
June 4½%	
July 3½%	

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couldn't sell radio in the warm weather. So it said, "Let's make and sell other things in the spring and summer—electric refrigerators, for example." Manufacturers, distributors and dealers took on the selling of electric refrigerators and have done well by themselves, considering general business conditions during the last four years. Some of the radio industry also turned their hands to making and selling other summer and spring items such as electric washing machines and likewise achieved a fair measure of success.

But in 1933, the radio industry seems finally to have found right in its own backyard, the happy answer to its seasonal slump. The answer is auto radio, which, as one smart manufacturer puts it, takes the concert hall to the open road. Not only manufacturers, distributors and dealers are pleased, but even that lowly and unsung hero, the radio service man, has

No figures are yet available to show how the retail radio business has been split up by months during 1933. But it is estimated that out of the 3,500,000 odd radio receivers that have been sold in the year just past, some 700,000 or one-fifth were auto radio receivers. Compare that figure of 700,000 auto radio receivers sold in 1933 with the 143,000 auto radio sets sold in 1932 or the 34,500 sold in 1930.

Remember, too, that auto radio sets started to sell last year right after auto-show time in January, when radio set sales usually start to fall off. As the year progressed, auto radio set sales increased right up to the coming of the cold weather a month or two ago. As yet, auto radio is not a large enough seller to entirely offset the seasonal drop in home radio sales, but it's on its way.

Radio manufacturers, for the most part, have already started to share in the benefits of making

and selling auto radio sets. Of the seventy-two makers of auto radio receivers in the United States, all but sixteen also make home radio receivers. To be sure, there are about seventy-five radio manufacturers, most of them small, it is true, who still make only home radio receivers. But almost every month one or more of these factories has been announcing that it, too, has an auto radio set.

### **Dealers Have Made Money**

Distributors and dealers have made money during 1933 out of auto radio. Fortunately most of the auto-set makers turned to their existing wholesale and retail outlets on home radio receivers to do the distribution job on auto radio. Some few factories, it is true, turned to strictly auto outlets for their distribution channels. But by and large the men who were distributing home radio sets were the ones selected to push auto radio. These distributors and dealers found no insurmountable difficulties in handling auto radio. Jobbers, for the most part, took the sets to dealers who were already handling radio receivers. These dealers in turn largely went to the people who had bought home radio receivers and who also owned automobiles, preferably of not too early a vintage. The same methods of display, specialty selling and demonstrations that worked in selling home radio were found to be successful in making the auto-set sales.

The radio service man took to auto radio like a duck to water. Heretofore in the warm weather he had almost nothing to do. There were few new sets to install. There were few existing sets to repair, because in the spring and summer people had an annoying habit of spending their days and evenings out of doors playing golf and tennis or burning up gas.

But now all that is changed—the radio service man has a job to do in the spring and summer months. Fortunately for him, auto radio isn't yet something that can be merely clamped on the dashboard of the car to operate satis-

factorily. It can be installed in a couple of hours but it takes a competent service man to do the job and do it right.

Auto radio looks even better this year than it did last year. The radio industry feels that as soon as some shrewd auto manufacturer turns out his cars with radio sets in them as standard and not optional equipment, the driving and riding public will become really auto radio conscious. Many new cars, it is true, were equipped with auto radio, last year. But the car buyer had to say he wanted the radio set. In 1934, it is hoped, one or more manufacturers of cars will roll their cars off the assembly line with radio sets already installed.

This will mean that the auto radio distributor, dealer and service man will miss out on some auto radio sets, because the manufacturers of the radio sets will in these cases by-pass the regular radio trade. But, on the other hand, the radio industry feels that its best advertisement for auto radio will be a lot of brand new, shiny 1934 models rolling around the highways spouting radio entertainment. For even if auto radio were made standard equipment on every brand and every model of the 1934 crop of the auto factories, which is unthinkable, there would still be 20,000,000 passenger cars already out in service and still to be sold auto radio.

### **"Radio" Cabs as a Market**

The radio industry has caught on to the idea of licking the summer slump, partially at least, by making and selling radio products. Auto radio, it has been found, isn't confined in its market to privately owned passenger cars. Auto radio of the same variety can be sold to buses. Now we hear of a new fleet of taxis in New York known as "Radio" cabs and all equipped with auto radio sets.

The amazing growth in the number of these radio taxis on the New York streets is an indication of the public's desire for radio on wheels. Since November 1, when the General Motors Truck Company first started making deliveries

# KENTUCKY CROPS SHOW A 40% INCREASE IN VALUE OVER 1932 . . . .

Most recent estimates by the Department of Agriculture place a value of \$94,585,000 on the crops grown in Kentucky this past year. This is a 40% increase over the 1932 valuation which was \$67,902,000.

During the past year Louisville has attracted the attention of business experts as one of the most stable markets in the nation. Today it stands among the first in recovery, with business conditions vastly improved over last year. Louisville and its market, Kentuckiana, should be among the first to receive consideration for any national campaign . . . And this entire market can be effectively covered at a single low cost thru—

## The Courier-Journal. THE LOUISVILLE TIMES.

Major Market Newspapers, Inc. • Audit Bureau of Circulations

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

of Radio cabs, about 1,900 of this one brand of cab have gone into operation in New York City. Although the radio cabs are owned by a number of fleet operators who have from fifty to 250 taxis in their fleets, all the cabs have the same design and the same name. Although General Motors Truck Company does not equip the cabs with auto radio sets, the association to which the fleet operators belong have so far standardized on Philco radio.

It is reported that these new taxis in New York are grossing 50 per cent more than non-radio equipped cabs. This has resulted in an increased demand for auto radio in New York. Already the Parmelee System in New York City has started work equipping its 2,200 cabs with radio and enough other taxi operators in the metropolis are being bit by the auto radio bug so that probably 5,000 cabs on New York City streets will soon have auto radio. The demand will unquestionably spread to other cities, despite the protests of some taxi riders who prefer the conversation

of their companions to the offerings of the broadcast stations.

The big bad wolf of radio-equipped taxis in New York has probably been retiring Police Commissioner Bolan who first banned the use of auto radio in cabs and later suspended his ban until January 2, when a hearing on the matter was to have been held. Fortunately or unfortunately, Bolan was superseded by Major-General O'Ryan on January 1, and the new commissioner has set the hearing on auto radios in taxis for January 10. Meanwhile the radios in New York taxis are still operating.

Then there are the motorboats that can use auto radio sets with few changes. Likewise the police and fire department cars of thousands of communities are still waiting to be sold radio systems, operating of course on different wave lengths from the public's auto radio. And leaving the land and the water, there always remain the airplanes which, although they may not have radio sets for communication purposes, can still be sold radio sets for broadcasting reception.

### Bunting Starts Publication

*Bunting's Novelty Mart*, North Chicago, Ill., is a new monthly publication in the field of advertising specialties, premiums, prizes, etc. Henry S. Bunting, who founded and published *The Novelty News* for twenty-two years until 1927, will be publisher. A. M. Sick is business manager.

### Death of Halbert L. Hoard

Halbert L. Hoard, editor of the *Fort Atkinson, Wis., Jefferson County Union* and secretary of the company publishing *Hoard's Dairyman*, died last week. He was seventy-two years old, a son of William D. Hoard, former Governor of Wisconsin.

### New Account to Fairfax

Pasquier-Constantine, Inc., New York, has appointed the H. W. Fairfax Advertising Agency, of that city, to direct the advertising of Pasquier's French make-up and beauty creams. The initial campaign will be confined to class magazines, business papers and direct mail.

### R. B. Stafford Appointed

Roger B. Stafford, for twelve years with *National Petroleum News*, has been appointed managing editor of *The Super Service Station*, Chicago.

### Paper Merger

The Cincinnati Cordage & Paper Company and the Albertshart Paper Company, of Cincinnati, have been merged as the Cincinnati Cordage & Paper Company. Llewellyn Evans will be president of the merger; A. T. Nesbitt, vice-president; E. W. Church, secretary, and R. Gale Evans, treasurer.

### "Leisure," New Publication

*Leisure*, a new monthly devoted to spare-time diversions, is being published by Frederick E. Atwood, formerly publisher of *Antiques*, at 683 Atlantic Avenue, Boston. Associated with Mr. Atwood are Walter B. Grover, W. Phillips Grueling, art director, and E. D. Parent, advertising director.

### Start Miami Beach Paper

The Miami Beach, Fla., *Tribune* is a new daily, to be issued during the winter season. Laurence Schwab, New York musical show producer, is publisher. Oscar Parmez, who has published several seasonal magazines in Miami Beach, will be associated with the *Tribune*.

### With Coe Laboratories

Ray Nevins, formerly with the Ray-Krause Advertising Agency, Chicago, has joined Coe Laboratories, of that city, as advertising manager.

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# Women Won't Buy with Government Yardstick

Standard Specifications Don't Take into Account Many Factors

By Ernest C. Morse

Manager, Co-operative Merchandising Dept., American Bemberg Corp.

I READ with a great deal of interest the article "Running Wild," in *PRINTERS' INK* of December 21.

When I was with The Cotton-Textile Institute, in charge of the new uses section, the problem of standards for textiles as purchased by the consumer came up.

I remember particularly a series of conferences held under the auspices of the American Standards Association in connection with the standardizing of specifications for bed sheets. Off-hand anyone would think that if any article in the textile line purchased for consumption by the average housewife could be sold under standard specifications, bed sheets would be that article.

In my opinion, a woman purchasing any textile, whether it be in the form of bed sheets, piece goods or ready-to-wear garments purchases two values: (1) A utility or economic value; (2) A style or aesthetic value, e. g., in connection with bed sheets, one woman may prefer a finer, softer sheet, although a coarser, heavier sheet might wear longer. The importance of the style or aesthetic value increases rapidly, of course, as you come into style merchandise. This second value is often lost sight of by those attempting to prepare consumer specifications.

However, to get back to the economic or utility value in connection with bed sheets, it has been found on study that many circumstances make this problem involved. To name a few such circumstances: (1) Frequency of change of sheets; (2) personal habits of user as to cleanliness. (3) degree of quietness or restlessness of the sleeper (this has a marked bearing on the life of a sheet); (4) difference in methods

of laundering, both home and commercial, and further difference in various home and commercial methods.

There are practically only a few measurements to be used in rating sheets when new; such as, (1) weigh; (2) number of threads per inch, warp and filling; (3) tensile strength; (4) amount of loading or foreign material added in finishing; (5) shrinkage.

As a result of these conferences, a very comprehensive and exhaustive test was arranged for, using some twenty-six different makes of sheets. These sheets were distributed among a hospital, insane asylum and penitentiary, where they were changed regularly and were all laundered in the same laundry under methods prescribed by the Laundryowners National Association.

After a considerable number of launderings, it was interesting to note from the tests that the sheets which led in strength at the beginning of the tests had been superseded by sheets having a lower rating when new and, in many instances, there was a shifting of standing of the various sheets. These tests indicated conclusively to me the fact that it would be practically impossible to write standard specifications for bed sheets.

The above is why I so thoroughly believe that the only specifications or quality standards for the consumer must be worked out on the basis of minimum requirements, which merchandise of that description must meet, and that merchandise offered below this minimum is dangerous for the consumer to buy and probably will not give her her money's worth. Beyond that, I believe it impractical to go.

TO all those who have merchandise for sale, California now offers an opportunity, unequaled in any other part of America. . . .

## More money to spend



Few realize the overwhelming meaning of REPEAL to California. Millions upon millions of dollars are its direct and immediate result. 22,000,000 gallons of wine are now being shipped from Bonded Warehouses. 20,000,000 more gallons in this season's vintage. The most conservative estimate shows \$100,000,000 as California's present receipts from Wine. In addition, it must be remembered that the 1933 grape harvest of 1,559,000 tons brought a 20% higher price than last year.

But California is not content to offer only her new-found fortune from wine. Read the roster of her resources. . . .



The 1933 crop of citrus fruits brought substantially increased prices. . . . \$90,000,000 worth of oranges, alone, were shipped last year. . . . 4,500,000 more cases of peaches were packed . . . raisin growers benefit by a Government subsidy of 3 cents per pound.

## LOS ANGELES EXAMINER

### Basic Paper of the SOUTHERN California Market

One hundred fifty-nine cities and towns whose distributing and jobbing capital is Los Angeles and whose Basic merchandising influence upon its 890,000 families is the LOS ANGELES EXAMINER.

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New car sales in the Southern California Market were Up 69%, in November . . . in Los Angeles County they are Up 73%.



Los Angeles is reaping the benefit of the huge Boulder Dam construction and the accompanying water-supply conduit.

In San Francisco, \$109,895,-400, in new building projects is planned or already under way.

In Los Angeles County 40,000 men have been re-employed. Employment in factories throughout the state is up 25% with a payroll increase of 15%. In 9 classifications of industry, 33,500 more men have found work. And, if all these things were not enough, the Government now guarantees California farmers 10 cents a pound on 200,000 bales of cotton.



Do these figures seem too high? They are facts, given in bulletins of the Security-First National Bank, the Wells Fargo Bank, and the Federal Reserve Bank. Here, truly, is America's greatest sales opportunity.

## SAN FRANCISCO EXAMINER

### Basic Paper of the NORTHERN California Market

One hundred fifty-two cities and towns whose distributing and jobbing capital is San Francisco and whose Basic merchandising influence upon its 725,000 families is the SAN FRANCISCO EXAMINER.

RODNEY E. BOONE ORGANIZATION



# Goodwin Plan and Social Justice

With an Incidental Bow to the Cash Register

THE FARMINGDALE POST

FARMINGDALE, L. I.

Editor of PRINTERS' INK:

I am very much interested in the article in your December 21 issue entitled, "Goodwin Plan Draws Fire."

Will you please let me know what other articles you have published about the Goodwin Plan and if it is possible I should like to have reprints of them.

FRANK H. HOBSON,  
President.

PERHAPS Mr. Hobson—to whom we have sent, direct, the information he requests—has not yet received a recent Goodwin letter addressed to newspaper publishers.

When and if he does receive it, he will be struck by the fact that one of the outstanding characteristics of the Goodwin Plan is that, upon different occasions and in different mailing pieces, it presents itself in tones widely contrasting.

In general, the tone-division has been like this: When the Goodwin enterprise writes to newspaper publishers, its letters are brusquely businesslike. But when the Goodwin Plan writes to clergymen and church women it speaks of loftier things—and even sets its message in type that looks like that which you find in the Scriptures.

If Mr. Hobson has received the Goodwin letter of December 7, he has seen samples of both approaches. He has read a letter that talks about a scheme for boosting newspaper advertising; and he has read an ornate enclosure that sets forth, grandiosely, the Goodwin Plan's Creed of Social Justice.

Directly, we shall quote from both. But first it is in order to sketch Goodwin and his plan.

Adolph O. Goodwin, who, in his literature, generally sets his name in caps, is a former advertising man. From a suite in Mather Tower, in Chicago, he is directing a project to enroll, ultimately, 250,000 church women as "Good-

News Broadcasters" to promote the sales of the products of those manufacturers who will align themselves with him. He claims that his enrolled "broadcasters" already number 150,000. Upon presentation of proofs of sale, the "broadcasters"—each of whom pledges herself to pledge ten families to buy Goodwin-listed products—are to be paid 2 per cent commission. In his literature, Goodwin points out that the commission "may" be turned over to church funds.

Other percentages to come out of the manufacturer's gross would be: to Goodwin's district managers and field representatives who would supervise the "broadcasters," one-half of 1 per cent; to a "clearing house" maintained by Goodwin to check evidences of sales, one-half of 1 per cent; to newspapers for advertising, 3 per cent; and to Goodwin, as the scheme's creator, one-half of 1 per cent.

PRINTERS' INK of December 21 quoted the kind of letter Goodwin has sent to clergymen, whom he looks upon as key individuals through whom to reach the church women.

In the preacher letter Goodwin reminds the ministerial recipient that "the Federal Council of Churches has, for a long time, advocated a program for industry, calling for greater fairness to working men and women," and here, in the form of a plan to increase sales volume, is a "consumer vehicle" by which may be materialized the church-endorsed program of social justice.

Now, for the publisher letter of December 7 and its elaborate and sharply contrasting enclosure.

The letter reads as follows:

Dear Mr. ———

I think I told you in my letter of a few days ago that we have spent a quarter million dollars in organizing our field force of what is now more than ONE HUNDRED AND

FIFTY THOUSAND of the nation's finest women, whose energies will endorse and are planned to *BUILD* advertising schedules for the newspapers.

And I also sent you one of the most emphatically powerful pieces of literature I ever saw, showing what many a sound and progressive newspaper publisher thinks of the GOODWIN PLAN and what it certainly should mean in bringing the newspapers to FIRST place as a national advertising medium.

I also sent you a news-article release, which is NEWSPAPER news, if I ever read any, showing the GREATEST army of neighborhood workers ever organized, so far as I know, ALL of whose energies are to endorse newspaper advertising.

If we may interrupt the enthusiasm—and, incidentally, the capitals and the italics are the letter's own—may we remark that well might those opening paragraphs engage a newspaper publisher's attention? Now, let the letter proceed:

I hope you published that news release, because the GOODWIN PLAN deserves that newspapers publicize it, for, among other things, it was created to create newspaper advertising without asking a penny from the newspapers for doing so.

However, whether you read the newspaper folder or not, and whether you published the news release or not, may I ask you, for the sake of your interest in sound, economic analysis, read the enclosed Social Principles Creed of the GOODWIN PLAN.

See for yourself that part of the GOODWIN PLAN which is even bigger than newspaper advertising, and even broader than SELLING POTENTIALITIES.

Then read the news-release I am likewise enclosing, quoting the famous thinkers who endorse Adolph O. Goodwin's economic deductions and ideals. Remember, there is nothing theoretical in the GOODWIN PLAN, or in the Creed of Social Justice. ALL of it is just plain "horse sense" economics.

I should very much like to have a

letter from you, when you've read the enclosures, and I hope you will quickly give publication to all or a part of the enclosed news release.

Let's all pull together for newspaper advertising and for a better balanced economic scene.

Incidentally, as you can imagine in the days of the last thirty years when I bought more than two hundred million dollars' worth of advertising space, I received thousands upon thousands of letters from publishers asking my co-operation.

Now I'm asking for your co-operative thought—but for the good of all of us in the advertising and newspaper profession.

The italicizing and capitalizing epistler who has bought more than \$200,000,000 worth of space in a thirty-year space-buying career and who now asks, rather wistfully, that the newspapers think co-operatively with him to the extent of printing his advertising for nothing, signs himself Elmer E. Bullis, vice-president and director of media and research.

So much for the mundane; so much for the tentative and prospective jingling of the publisher's cash register. Now for the other side; now for the enclosure, so celestial in tone that it needs must be set forth on parchment-like paper and embellished as if it were an historic, illuminated manuscript.

The colors are red, and gold, and black. The text-type is a blending of the modern and the antique. And in part its message—typical of the sort of stuff that Goodwin, heretofore, has been sending only to the clergy—reads as follows:

How the GOODWIN CORPORATION Proposes to Carry Out the Goodwin Plan's Ethical Commitments.

When increased profits shall Come to Manufacturers of those Products that may be listed with the Goodwin Plan Field Force, through the Sales-Stimulating Energies of that Field Force, it is intended among other things that a Predetermined Part of Such Increased Profits shall be awarded by those Manufacturers to

their Employees as Increased Compensation.

ADOLPH O. GOODWIN, creator of the Goodwin Plan, insists that the **PRINCIPLES OF SOCIAL JUSTICE**, long endorsed and worked for by leaders of all major religious denominations and faiths constitute **NOT ONLY A GREAT IDEAL**, but that the aspiration of those religious thinkers who have worked for the advancement of those principles is *in fact today* a **VITAL ECONOMIC NECESSITY**. . . .

Hence, the Goodwin Corporation will make **INSISTENCES** upon manufacturers who care to accept our sales services that they accord with this principle of economics, but those insistences will be only of such **SOUNDNESS** as will be conducive to the **INDUSTRIES'** continued well-being, as well as insistences that will be also conducive to **PURCHASING-POWER MAINTENANCE**. . . .

Therefore, the Goodwin Corporation will impress such insistences upon manufacturers in the terms of its reserved right not to accept the sales-stimulating responsibility of any product of, and not to avail the potential sales-energy of the **GOODWIN PLAN** field force to, any manufacturer who does not likewise clearly comprehend his responsibility **TO AID IN SUPPORTING THE MASS PURCHASING POWER** from the additional **NEW PROFITS** that may come from the additional new sales through the efforts of the **GOODWIN PLAN** field force. . . .

Thus the Goodwin Corporation, which signs a sort of preamble, gets into its swing for something that, typographically, is little less than a pageant. What comes next is something high, wide, and handsome.

In part, it reads:

#### The Goodwin Plan Creed of Social Justice

Under the Goodwin Plan, all Manufacturers who Utilize the Goodwin Plan Field Force Will Be Required to:

1—Pay a Living Wage, in accordance with the concepts of the present era and as are advocated by

eminent thinkers. By a living wage is understood not merely enough to enable men to survive physically, but such a wage as shall permit them to live with a degree of decency and comfort and at the same time may enable them to make provision for sickness, education, disability, unemployment, and old age.

This wage shall not be lower than that established as a *minimum* by the *Federal Government* for the various occupations in industry. Further, as heretofore stated, this basic wage shall be subject to **RETRO-ACTIVE UPWARD REVISION** in that proportion as will be determined by ourselves and by our advisers, but which percentage shall be determined and be set before we contract with manufacturers, and which percentage will go into retro-active effect **AFTER** the operation of the **GOODWIN PLAN** for one year on the basis of the profits which may be brought about through increased sales, produced by the **GOODWIN PLAN** field-force, and this principle shall prevail for the period of the contract.

2—Provide Reasonable Working Hours for Labor, as will provide sufficient leisure for spiritual, educational, and cultural opportunities; to conform, in times of emergency, to those hours established by the Federal Government; but in no case to exceed an 8-hour day and a 6-day week.

3—Provide Decent Working Conditions for employees, especially as may relate to sanitation, light and ventilation, safety devices, protection against occupational diseases, injuries and mortality.

4—Abstain from Employing Child Labor, meaning an agreement to employ no person under sixteen years of age in any manufacturing or mechanical process (even after present Federal insistences may have passed) except that persons between fourteen and sixteen may be employed in other types of work for a period not to exceed three hours per day, and those hours between 7 a. m. and 7 p. m. in such work as shall not interfere with hours of day school.

5—Work toward Security and Permanency of Employment, meaning

to agree to work toward the attainment of security and continuity of employment for workers, along the lines which have been worked out by certain leading manufacturers.

Hence, to Aid in Actualizing Those Principles, WE PROPOSE: To set up a SOCIAL JUSTICE COMMITTEE composed of one representative each of Protestant, Catholic, and Jewish denomination from within our own organization, whose duty it shall be to see that the PRINCIPLES OF SOCIAL JUSTICE enunciated here are understood and accorded with in principle by those manufacturers before we offer them the sales-stimulating service of the GOODWIN PLAN; and to investigate and endeavor to adjust any charges of violation in these principles in any such manufacturing establishment; and in the event of failing to adjust the matter, it shall be referred to an Arbitration Committee of three to be selected one by the Goodwin Corporation, one by the manufacturer, and the third by these two;

Which Committee shall consider the complaints made and the decision of this Arbitration Committee to be final in all matters pertaining to the alleged violation of these principles; and in the event the manufacturer refuses or fails to correct and adjust such offenses within a period of six months, the Goodwin Corporation may cancel its contract with said manufacturer in accordance with provisions to this effect which shall be incorporated in the contract with said manufacturers.

It is understood that the Goodwin Corporation shall have the right to review the records of manufacturers who may be availed the Goodwin Plan field force, to determine the manner in which they have carried out the provisions of Paragraph 1, with respect to sharing additional new profits with their employees and to cancel the contract of any manufacturer who fails or refuses to carry out the mutually agreed upon provision.

Good Faith and Mutual Confidence the Basis. As adherence to lofty ideals and decent practices depends on voluntary support, based on mutual confidence, (rather than en-

forcement by law) the Goodwin Corporation has adopted the above principles in good faith and expresses the belief that all manufacturers whose products may be listed under the GOODWIN PLAN will WILLINGLY carry them out in the same sincere spirit.

Below the red-inked signature of Adolph O. Goodwin appears the following bracketed note:

The Social Principles, as enunciated in the foregoing paragraphs, represent the economic views of Adolph O. Goodwin, which parallel perfectly the basic deductions arrived at in long and thorough consultation with outstanding economists of the Catholic, Protestant, and Jewish denominations and faiths.

And there is the evidence—Goodwin's own exhibits.

In effect, he seems to intend to take over the NRA—and go it one better.

Stripped of words like "insistences" and "publishment," pruned in verbiage, and de-capitalized and de-italicized, Goodwin's proposal is that, for the privilege of permitting his "field force" to merchandise their products—a privilege for which they will pay approximately 7 per cent—manufacturers will permit his organization to police their plants and determine whether or not they are practicing his "creed."

Subject to his approval, or the approval of a committee appointed from his organization, the manufacturers will provide "reasonable" working hours, and "decent" working conditions. If the present-day Federal emergency "insistences" cease to insist, they will pledge themselves to abstain from employing child labor—and on that point it doesn't seem likely that Goodwin's intervention will be needed. Subject to similar approval, they will "work toward security and permanency of employment . . . along the lines that have been worked out by certain leading manufacturers"—but just who those leading manufacturers are and how successful their plans have been or

are likely to be, Mr. Goodwin sayeth not.

And finally—although this is Point No. 1 in Goodwin's listing—they would bind themselves, in writing, to obey Goodwin's dictation in the matter of wages, and to revise them upward, retroactively, in percentages determined by Goodwin and his advisers, if, through the efforts of Goodwin's field force of church women, their sales should go up. And on this point, it is well to bear in mind, the Goodwin Corporation would reserve the right to pry into the manufacturers' records—sales records and payroll records to determine whether or not the manufacturers are obeying instructions.

Upon several counts, the Goodwin scheme has been assailed from several quarters. A bulletin of the Milwaukee Better Business Bureau remarks that "a commentator has marveled at the 'magnificent effrontery' of a conspiracy of nationwide proportions to monopolize the purchasing power of 10,000,000 consumers through an appeal to religious enthusiasm."

Commenting on the plan editorially, the *Christian Century* says:

"The pious talk about advancing the 'principles of social justice' with which the promotion literature of the Goodwin plan is garnished is so palpably nothing but sentimental selling talk that it is amazing that an intelligent church woman could be taken in by it."

And as for PRINTERS' INK, we see in the plan nothing of advantage to manufacturers, but a number of potentialities distinctly to the manufacturers' disadvantage. Some of the disadvantages we already

have indicated. Others are these:

The scheme would add to the manufacturers' selling costs.

By imposing "outside" strictures upon advertising, it would work to the detriment of manufacturers and publishers alike.

The arbitrary selection of one article in each class of merchandise for glorification by the "good-news broadcasters" would impose competition, viciously unfair, upon other manufacturers in that class.

Industry already is cowed and regimented almost to the limit of tolerance. To impose further restrictions would be to risk a manufacturers' rebellion.

As for the other side of the picture, the distributive side, we incline to the *Christian Century's* view that the churches will come to realize that "the whole atmosphere of their church life will be cheapened and commercialized by their participation in it."

And the *Century* goes on: "As for the corporation that has projected it and already spent a quarter of a million dollars in bringing it to what seems like the very verge of success, we have only this very confident word of advice: That they save what money they have left (if any), call in their organizers, close their headquarters, and call it a day. They have had a wonderful dream of great wealth and vast economic power by exploiting the loyal impulses of church women—but it was only a dream! The Christian church has its own dreams, and it will not prejudice their realization by lending itself to exploitation on behalf of the acquisitive dreams, of any private interest whatsoever."

### Appoints Toledo Agency

The Campbell-Sanford Advertising Company, Toledo, has been appointed to handle the advertising for the Park and Pollard Company, Buffalo, N. Y., grain and poultry feeds. Plans for 1934 are now being considered on this account.

### Made Space Buyer

Madge C. Child has been appointed space buyer of Hays MacFarland & Company, Chicago. Miss Child will continue to handle marketing and research for the agency.

### Has Apparel Account

The advertising account of the Angelica Jacket Company, St. Louis, uniforms, has been placed with the St. Louis office of the Hilmer V. Swenson Company. A campaign in business papers will be used.

### Florida Agency Changes Name

The Lesan-Florida Advertising Agency, St. Petersburg, has changed its name to the Griffith Advertising Agency, Inc., taking the name of its owner and president, Thomas M. Griffith.

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## TIMES ARE STILL CHANGING IN PITTSBURGH!



In the Evening Field the Sun-Telegraph continues to change the newspaper map of Pittsburgh with all major advertising classifications showing appreciable gains in the field. And . . . Evening Circulation likewise indicates the very definite trend of reader preference for the Sun-Telegraph. Each report shows how tenaciously it holds practically half the field in Evening coverage and consistently strengthens its position in the desirable trading areas.

In the Sunday Field the *SUNDAY SUN-TELEGRAPH* OVERWHELMINGLY DOMINATES THIS BILLION DOLLAR MARKET BOTH IN ADVERTISING AND CIRCULATION.

**The Pittsburgh Sun-Telegraph**  
Evening and Sunday

NATIONALLY REPRESENTED BY  
PAUL BLOCK AND ASSOCIATES

To The Executive Whose Signature equ

# I n t e r s

**T**HOSE who prefer the short text must agree with the proponents of long message, who point out that *Interest* is of more importance than number of words. In other words, short or long, an advertisement must pass the test, "Is it *Interesting?*"

*Interesting to whom?*

Interesting to those upon whom you must now depend for **VOLUME**.

For example, which of the following proposals could you approve:

- (1) Interesting *long* message in long-message medium, reaching exclusively "Class" audience.
- (2) Interesting *short* or *long* message in long-message medium, reaching only a fraction of today's Volume audience.
- (3) Interesting *short* message in short-message medium, reaching today's Volume audience every day at a lower cost than in any other one medium or combination of mediums.

**STREET RAILWAY**

220 West 42nd, New

Jan. 4, 1934

PRINTERS' INK

## Requirements Required On Advertising Contracts

(No. 18 of a Series)

# r s t i n g

As no other medium can, Car Advertising today meets the exacting requirements of proposal number three.

Right now, *Media* has a new significance with reference to potential **VOLUME**.

Because, today, the buying power of the nation rests squarely in the hands of the *Employed*. They represent the *sole source* of Volume sales. And there is only one place in the United States where you can reach this vast army of Earners every day, day after day, and that is in the street cars.

Though your message be 100% *interesting*, if it does not reach your potential *Volume* audience, it is powerless to achieve true volume.

Solve the problem of *Volume* and you solve today's challenge to advertising.

W. S. B.

WADVERTISING CO.

t 42nd, New York

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## **The Trend Is To The Times...**

### **In Detroit Christmas Business was the BEST IN YEARS...**

**... Retailers reported December 1933  
Volume ahead of last year from 10 to as  
high as 50 percent!**

### **Detroit Sunday Times Christ- mas Linage the BEST EVER!**

**... Media Records will show the Detroit Sunday Times  
carried more regular retail linage in December 1933  
than in any previous December in its history ... and  
almost as much Sunday retail linage as the other two  
Sunday media combined ... the December 10th and  
17th issues respectively carrying the largest and  
next largest Sunday retail linage volumes per issue  
since the Sunday Times was published!**

**... Definite Evidence that the Detroit  
Sunday Times is the "FIRST BUY" in  
Michigan for all Advertisers ... first in  
Circulation ... first in Retail, General and  
TOTAL DISPLAY LINAGE!**

**DETROIT  TIMES**

*Represented Nationally by the Rodney E. Boone Organization*

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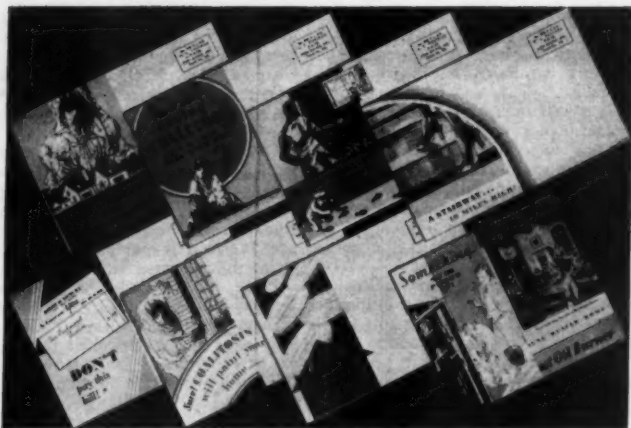
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## "Coalitosis" Shocks Buyers into Buying Now

How the Wayne Corporation Overcomes the Objection: "I Don't Want to Spend the Money Now"

By John A. Berghoff

General Manager, Wayne Oil Burner Corporation

**W**E'VE been doing some shocking advertising.

Our purpose has been to shock the dilatory prospect into buying now.

To promote the sales of an oil burner, we have invented a new disease, a malady that afflicts, not only human beings, but also the dwellings that humans inhabit. We call the disease coalitosis.

We don't claim that coalitosis undermines its sufferers' social standings; nor do we say that if you have coalitosis not even your best friends can muster courage enough to tell you about it.

But we're not a bit backward in demonstrating how and wherein coalitosis causes inconvenience and discomfort to individuals and damage to property.

Coalitosis runs through our current direct-mail campaign—a campaign that is outstanding, incidentally, in the history of our com-

pany and the history of the whole oil-burner industry.

The direct-mail material is a part of a carefully developed selling program. It has been devised to supply oil-burner salesmen with more effective selling tools. In practice, it is enabling them to close sales on the second or third call.

Briefly, it consists of ten mailings, carrying the story of coalitosis costs, and contrasting the comfort and economy of Wayne Mistoil heating.

But that is not all. For the program combines with the advertising a plan to make sure that the salesman, after the mailings, will be prepared to clinch the sale.

We have symbolized coalitosis by means of the sinister portrait of a highly unpleasant-looking monster. Throughout the series of campaign pieces, the figure stalks; and upon his trail, the Wayne heating



engineer, with a detective-like look and a magnifying glass, tracks the villain to his lair.

Thus we have sought to build suspense.

Our assumption is that every home owner now using coal for heating looks forward to the time when he can install some form of automatic equipment; and we have directed our efforts at this prospect's chief objection. He says: "I don't want to spend the money right now."

Hence, the creation of coalitosis. We have explained to salesmen: "This campaign gets results by shocking the buyer into action."

In the preparation of the material, we studied the effects of coal and ash dust in dollars and cents in the average-sized house. With unusual photographs, we presented eight parts of the house in pictures. In effect, we asked the prospect: "How long will you let this continue?"

Meanwhile, of course, we have not failed to present, in specific, reason-why copy, the specific merits and advantages of our product.

Mailing piece No. 1, designed to catch interest, is a folder whose headline asks the prospect: "Does

your home have coalitosis?" Coalitosis, so the folder tells the prospect, is costing him \$132.11 every year. A Wayne oil burner—illustrated and described—"will drive coalitosis from your home forever!"

Piece No. 2 asks: "Are you paying coalitosis \$132.11 a year to ruin your home?" Now the copy becomes specific. It discusses specific places where coal does damage. It becomes more specific, also, about the burner, itself.

Piece No. 3 suggests: "Throw every fourth shovelful out of the window!" The copy says: "Coalitosis wastes one shovelful of coal out of every four." The piece deals, also, with distinctive mechanical details.

Piece No. 4 introduces the woman of the house. It says to her husband: "Don't let coalitosis steal away her youth! Coalitosis forces your wife to walk ten miles and spend more than fifty hours each year shoveling coal." The wife, incidentally, is portrayed as a bride. "Is marriage," the copy asks, "proving to be a hard way of earning a living for the girl you married? It is in the home where coalitosis tyranny smudges the fresh beauty of the bride so soon after

**EVIDENCE**

**COALITOSIS**

CAUSES UNTOLD HOURS OF LABOR IN YOUR HOME

**WAYNE FEELS YOUR HOME FROM DIRT**

**\$6.00**

"Coalitosis" has been symbolized by means of the sinister portrait of a highly unpleasant looking monster

the echoes of the wedding bells have died away. . . ."

Piece No. 5 concerns itself with safety and health. It dwells on the danger of fire, caused, for example, by hot ashes. Further—"Uneven temperature, dust-filled atmosphere, takes its toll of health. Physicians say overheating and underheating, sudden changes in temperature, cause a large percentage of colds and other respiratory ills."

Piece No. 6 says: "Sure! Coalitosis will paint your home. The color will be BLACK!"

Piece No. 7 gets down to brass tacks. It discusses "dividends from your heating plant." The piece recapitulates the financial arguments.

Piece No. 8 is a special folder describing our oil-burner units—*de luxe* products, designed for those buyers who want the finest.

The ninth unit in the campaign is not a mailing piece at all. It's a users' instruction book. But, as we point out to salesmen, the book can be used as a selling tool because it demonstrates that the Wayne "is so simple and so nearly fool-proof that it is the only burner that can be serviced by the owner."

The tenth unit—the climax of the series—is unique in that it lays before the prospect selling facts that have been assembled in his own home.

In effect, it sets forth a diagnosis of the prospect's own heating situation. The salesman has called at the prospect's house; and, in a few strategic places, he has examined it. He has looked for smudges of smoke on the exterior, and for scars around the coal-chute window, and even for coal-truck tracks on the lawn. Within the house he has gathered, in the basement, samples of dust.

And now the salesman is ready for his closing. In the tenth unit

in the campaign, an impressive booklet entitled, "The Evidence Points to Coalitosis," he has recorded, alongside the printed text, the facts he has found.

The salesman is prepared. This is no cold-turkey call, in which the prospect, experienced as are all prospects in meeting salesmen, can open fire with hair-trigger objections. The salesman is loaded—and all set to shoot.

Assume, then, that straight-off the prospect says: "Yes, I've been reading the literature that you people have been sending me. It's interesting, no doubt. But, you see, I still think that I've a pretty good heating plant already. And besides, I don't want to invest in anything like that right now."

The salesman says: "You speak of your present heating plant. We've been making a survey of present heating plants, and I have a report on your home. Would you like to see it?"

It's a shock-proof prospect who can follow that salesman through the "evidence book," look at a sample of dust taken from his own basement, read the notations of facts about his own home, and not lose much of his built-up power to resist.

Therein, I think, lies the most important fact about our campaign—the salesman's preparation. He isn't guessing. He knows.

He is reviewing information that already has been laid before the prospect by mail; for the "evidence book" summarizes the advertising material that has preceded it. In addition, in the "exhibits," the salesman is presenting information that is new. In well-considered sequence, the booklet leads the prospect again over the course of thought—straight through to an order blank, with the prices figured and the order ready to sign.

### Appoints Anfenger

The Emerson Electric Manufacturing Company, St. Louis, electric motors and fans, has appointed the Anfenger Advertising Agency, Inc., St. Louis, as its advertising agency.

### Gets Velvet Account

William Openhym & Sons Company, New York, agent for the Rossi Mills, velvets, has appointed Kimball, Hubbard & Powell, Inc., New York, to direct its advertising.

# Trade Commission Makes Estimate of Advertising Volume

Its Annual Report Says Billion Dollars Is Revenue of 20,143 Magazines and Newspapers

IN the annual report of the Federal Trade Commission were some rather interesting estimates on volume of advertising as well as on the number of publications issued regularly in the United States.

Says the Commission's report, "The latest reliable reports (1933) show there are 20,143 periodicals published in the United States territories. Altogether, there are 1,389,000,000 copies of newspapers and magazines published in the United States every month—more than 16,000,000,000 copies each year. "Advertisers are paying these publications approximately \$1,000,000,000 each year for advertising space."

It is probable that this figure will be widely quoted as the amount of money spent in advertising. Actually, any such figure is unsafe to use, as PRINTERS' INK has pointed out frequently.

In the first place, the Commission's figure does not pretend to cover any more than newspapers and magazines and, therefore, only represents a proportion of the whole advertising investment of the country. In the second place, it is so difficult to define advertising to its final limits that no two people would agree on just exactly what an advertising investment is. Thirdly, the most serious drawback is the impossibility of anybody's making anything but the roughest kind of guess as to the amount of money that goes into advertising in the United States in a year.

In the fifth part of its report, where the figures on advertising are published, the commission describes its procedure in advertising cases. Once again, it takes occasion to congratulate itself on its excellent efforts to clean up advertising, a congratulation which does not seem to be joined in by the

gentlemen who are pushing the Tugwell Bill.

As a matter of fact, the Commission does perform a useful function in cleaning up a great deal of palpably faked and unmistakably misleading advertising. For instance, during the last year it has dealt with the advertising of products which are sold as remedies for such diseases as gallstones, diabetes, skin troubles, epilepsy. Furthermore, it has investigated the advertising of flesh foods, bust developers, reducing medicines, hair tonics, gas savers, cheap jewelry.

## Reports Advertising as Improving

It is significant to note that the Commission gives credit to publishers for their efforts to clean up advertising and points out, what PRINTERS' INK has pointed out frequently, that advertising is improving in quality every year.

It is particularly interesting, therefore, to read a part of the report dealing with advertising.

"False advertising destroys confidence of the buying public and makes the cost of advertising excessive for truthful merchants. Elimination of false and misleading representations materially reduces the cost of advertising in proportion to sales. Honest merchants benefit and the public is protected.

"The co-operative attitude of the press and various business associations interested in advertising is helpful to the Commission in its efforts to protect the consumer. Associations of national advertisers and advertising agents have adopted resolutions intended to curb and eliminate false and misleading advertising among their members. This co-operation is fully appreciated by the Federal Trade Commission.

"Effective co-operation has obtained throughout the year with the

# LIFE BEGINS AT FORTY, IF---

● The good Doctor Pitkin's volume entitled "Life Begins at Forty" has been in the non-fiction best seller list for more than a year. It's been there because there are many, many middle-age folks who are keenly interested to know just exactly what this so-called vale of tears does hold for them when they had tolled off forty annums. And the Dr. Pitkin's robust little book gives them more than their money's worth.

Right in line with its editorial policy of dealing with live personal problems, Physical Culture carries a feature article in the January issue by Wainwright Evans which aptly supplements Dr. Pitkin's constructive conclusions and contains further informative advice to those who know what's what after forty. The caption of Mr. Evans' screed is "Life Begins at Forty, If—".

The "ifs," as Mr. Evans pertinently points out, are many. Unless you direct your attention to that most personal of all personal problems, namely, health, your life is likely to be about ended at forty instead of beginning. Among his recommendations are right food, right exercise, right control of the mind, conservation of physical energies by use of the brain and stimulating work. All practical and sage recommendations.

"Life Begins at Forty, If—" is certain to command a thorough reading among the more than a quarter of a million substantial families who regularly read Physical Culture, the Personal Problem Magazine. It deals with a vital personal problem which nearly everybody is always interested in, especially those, in this particular case, who are approaching or have passed forty birthdays. Further-

more, Physical Culture readers are problem-minded; that is why they buy this magazine. Its contents every month carry authoritative articles containing answers to all sorts and kinds of problems dealing with human and family relationships.

Besides this Evans' article, there are many other features in the January issue which discuss a variety of problems affecting domestic and social life. Among them are "What I Think of My Boss' Wife" told anonymously by a private secretary, "Divorce—My Big Mistake," "I Married a Younger Man," "Are You Jealous," by that radio celebrity, "The Voice of Experience," and "My Child Won't Play with Other Children."

Such an array of features would only appeal to those who are looking for advice. And the more than a quarter of a million modern Physical Culture families are continually seeking advice not only in the editorial pages but in the advertising pages too. That's why Physical Culture, more than any other magazine today, has that plus asset for advertisers of certain products, namely, the "right ad-atmosphere." Those certain products are any which can be used profitably by more than a quarter of a million substantial families.

*John F. Learter*

AN ADVERTISEMENT FOR PHYSICAL CULTURE, THE PERSONAL PROBLEM MAGAZINE

Food and Drug Administration of the Department of Agriculture, the Bureau of Standards of the Department of Commerce, and the Bureau of the Public Health Service of the Treasury Department.

"Cases involving what appear to be fraudulent schemes in violation of the postal laws are referred to the Post Office Department. Action on such cases as are found to be under investigation by that Department is suspended pending the outcome of those proceedings.

"Valuable scientific opinions have been rendered by the Food and Drug Administration, Bureau of the Public Health Service, and the Bureau of Standards; also many analyses and comments regarding the therapeutic properties of various preparations have been furnished by the Food and Drug Administration. In a number of cases action against advertisers of medical preparations has been undertaken at the request of the Department of Agriculture.

"Comparison of the advertising columns of current magazines with the same magazines a few years ago shows a marked improvement in the class and text of current advertising. This is evidence of effective work accomplished; but further examination of current

advertising by national advertisers, drug and cosmetic vendors, and other mail-order merchants, over the radio, in daily papers and high-class magazines, as well as periodicals that still print anything for a price, discloses the great need for much more work, to protect the buying public and honest competitors.

"During the fiscal year ended June 30, 1933, the special board of investigation investigated 547 cases. Questionnaires were sent to 297 advertisers, resulting in applications for complaint being docketed and complaints ordered in eighty-seven cases in which the preparation and issuance of the complaints was deferred and the cases referred to the special board.

"Two hundred and six stipulations were negotiated and reported to the Commission for approval. One hundred and thirty of these were with publishers, seventy-four with advertisers, and two with advertising agents.

"Thirty-five cases were recommended for dismissal without prejudice.

"Ninety-six cases are pending in which the Commission has ordered complaints and referred them to the board for further investigation, notice, hearings, and report."

### Appoint Vanden Agency

The Vanden Company, Chicago advertising agency, has been appointed to handle the advertising accounts of the Aluminum Products Company, LaGrange, Ill., and Graves Foods, Louisville.

Business papers and direct mail will be used on the Aluminum Products account.

The complete line of Graves food products, including mayonnaise, sandwich spread, relishes and coffee is being re-packaged under the direction of the agency.

### Brendel Joins Sutherland

Louis H. Brendel has joined the staff of the K. R. Sutherland Company, Boston advertising agency. For the last five years, he has been advertising manager of the Mason-Neilan Regulator Company.

### Has Own Business

J. A. Bliss, who has been sales manager of the Carlton Mills, New York, is now devoting all his time to his own business as an advertising counsel with offices at 113 West 42nd Street.

### To Become Public Ledger, Inc.

As soon as legal requirements can be completed, the name of Curtis-Martin Newspapers, Inc., publisher of the Philadelphia *Public Ledger* and the *Evening Public Ledger*, will be changed to Public Ledger, Inc. The change is being made to avoid any confusion resulting from similarity of names of the newspaper corporation and the Curtis Publishing Company, and to correct any impression that may exist of the affiliation of the two companies. John C. Martin will continue as the head of Public Ledger, Inc.

### New Account to Sieck

The Dazey Manufacturing Company, Los Angeles and New York, flower holders, has appointed H. Charles Sieck, Inc., Ltd., Los Angeles, to direct its national advertising.

### Ohio Printers Merge

The A. L. Garber Company, Ashland, Ohio, and the Lexius-Hiles Company, Cleveland, printers, have been consolidated.

# What Advertisers Are Doing with Inquiries from Consumers

Uses of Coupons Are Manifold; Methods of Handling Vary Greatly

By R. W. Palmer

**W**HY is it that advertisers invite inquiries from readers of their advertising? Why do they stick a coupon down in the corner of their copy and sometimes almost beg that the coupon be clipped, signed and mailed to them?

The answer, or answers, would seem at first glance to be apparent. But a study of the reasons advanced by advertisers who are now inviting consumer inquiries shows that it isn't so simple after all. Therefore, the reasons for inquiry solicitations ought to be sorted out and analyzed in advance of any attempt to find out what advertisers do with the inquiries they get.

First of all, there are the coupons that are designed primarily to check publications—to determine which ones provoke the highest reader response or are best adapted for the advertising of certain items.

Next come the coupons that are intended to seek out the kinds of people that respond to various sorts of advertising appeals. Assurance that advertising is clicking is the goal sought by advertisers using coupons for either of the above reasons.

More important for our present purpose are some of the other reasons why inquiries are gone after:

1. To sample new products or provide recipes for using products or more extended information about them than can be compressed within an advertisement.

2. To obtain prestige with dealers.

3. To obtain lists of persons interested in a product for the purpose of inducing new dealers to handle it.

4. Really to create sales, consummated through company salesmen or retail stores.

Coupons that are intended for checking purposes demand scant

attention here. Companies that seek inquiries with that main purpose in mind send a booklet, sample or what not and let it go at that. Possibly the delays that so frequently occur before inquiries are answered may be laid chiefly at the door of advertisers who are employing coupons for testing. None of the forty-two companies co-operating in the preparation of this article admits that replies are ever delayed.

One advertiser, who says frankly that his advertising is keyed solely to determine reader interest in publications and to indicate the type of copy that pulls best, points out that these are perfectly legitimate uses for coupons. Ninety thousand coupons a year are sent in. "We know," says this correspondent, "that sending out the material which is requested is profitable. We have been doing it for years and certainly would not go to that expense if we did not feel that it eventually sent mothers and prospective mothers into the stores of our dealers."

## *The Follow-Up on Consumer Inquiries*

Thus we come to the consumer inquiries for samples and recipe or instruction booklets. The prime question here has to do with the method of follow up, if any, after the request is filled. In the case of goods of a convenience character, with frequent purchases at a low price, it is not practical to send out any follow up or to keep any other record of the inquiries received than a tabulation of their number. Following are quotations from several company letters which bear out this conclusion:

Soap manufacturer: "The small spread on our products does not permit of elaborate follow-up. In-

quiries are destroyed after the sample is sent."

Cosmetic manufacturer: "In practically all cases where a coupon is used it merely contains an offer for sample sizes of some of the products advertised. We usually charge for these samples on a basis which would partially cover the cost of producing and mailing them. Because of our wide distribution and also due to the rather low retail price of our merchandise, we do not find it profitable to follow up these inquiries with any form of literature."

Maker of toilet soaps: "We send the sample and the matter ends there. The expense otherwise would be prohibitive."

Another soap company: "We make an offer and receive a request and fill it and that is the end of it. It isn't as though we were selling something that finds an occasional inquiry or an occasional purchaser or an individual sale that amounts to money. We are building good-will for a volume of a number of different products that in themselves sell for trifles."

Grocery specialties: "The value of follow up depends on the product. While it pays to follow inquiries regarding an auto, Frigidaire, etc., it would not prove profitable on any of the products we are marketing."

Methods vary among manufacturers of goods that run into larger money.

The Towle Manufacturing Company, silversmith, makes a product that is purchased at long intervals by the average family and then, as a rule, only after much discussion in the household and careful selection of design. The letter sent aims, consequently, to keep interest alive and at the same time no attempt is made to hasten decision on the part of the prospective purchaser. How this is accomplished is best shown by quoting the letter:

Your interest in Towle Sterling is appreciated and we are happy to send you leaflets which we believe will contain all the information you wish.

May we suggest your reading first the little booklet on how to select your Sterling pattern. You will then be ready to talk silver with your jeweler with a knowledge of some of the finer points of Sterling table silver.

We hope you will soon have an opportunity to see and handle some of our silver. If you already know the pattern you prefer and would like to see a spoon engraved, we will gladly present you one with our compliments if you will send 25 cents to cover engraving cost and mailing. The best of illustrations cannot do justice to Towle patterns, and only by handling the silver yourself can you be sure which one you like best.

It will be noted that further follow-up depends on the recipient. If she sends for a sample spoon, there is opportunity for another letter. If she wants more specific information, she is invited to address the Personal Service Department. Otherwise no further action is taken.

One of the country's largest advertisers, who prefers not to be quoted, has been able to divide inquiries into two classes—those who would like to buy a somewhat high priced article but are unable to afford it and those who are really interested in a less expensive article. The former get a descriptive booklet; the latter a letter—frequently especially dictated—which gives detailed information. Most advertisers, however, don't find themselves in the fortunate position which enables them to separate the sheep from the goats.

The Bissell Carpet Sweeper Company provides an example of a concern which has general distribution of a moderately priced article but which does, nevertheless, find it profitable to give a bit more information about its product than can be squeezed in its consumer-advertising space. J. W. Scott, secretary, explains its coupon situation thus:

"We do not make a big plan for inquiries; that is, we do not devote any important portion of the ad-

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vertisement or of its general interest to that objective, but naturally the more people that ask for a booklet, the better it pleases us because it gives us a chance to tell a little more complete story than can be done in a magazine ad.

"During the last year or two, we have offered a little metal comb brush cleaning device for 10 cents, coin or stamps, with which, of course, was included the booklet and the booklet alone was offered free. Obviously, the purpose of the 10 cents was not only to pay the cost of the device—postage, etc., but to eliminate so far as possible the coupon clippers who were not seriously interested in the product.

#### ***Some Requests Are from Present Users***

"Undoubtedly these requests for the brush cleaners come from present users of Bissell sweepers, but as some recent analyses have indicated our replacement sales are a very important percentage of the whole. In fact, our advertising until this year was rather aimed primarily at the retail market.

"It is not practical for us to refer these replies to dealers because we have no exclusive agencies and there are generally too many dealers in each city, but since Bissell sweepers can be secured at most all of the leading reliable department, furniture, and hardware stores, that is not necessary from the standpoint of the inquirer being readily able to procure the goods. The unit of sale is not large and the inquiries not numerous enough if divided to warrant dealers to spend special individual effort in following them up.

"If the correspondent has some complaint as to how her sweeper performs, asks some special question about it, or gives us some special praise for its service, she gets an individually dictated letter."

The letter that goes with the brush cleaner is inserted in the accompanying booklet. It is a printed form and makes no attempt at being anything else.

Some companies don't employ coupons, but bury their invitation

to readers in the body of their advertising copy. One of these, a maker of toilet accessories, explains his procedure in the following fashion:

"We deliberately refrain from making our offer in the form of a coupon in an effort to eliminate the chronic coupon clippers. We believe we have been very successful in this by making our offer in the form of a paragraph stating that to any reader of the advertisement writing to us, we will send without charge this set of samples. This form may cut down slightly the number of inquiries we might receive if we used a coupon, but increases the quality of these inquiries materially."

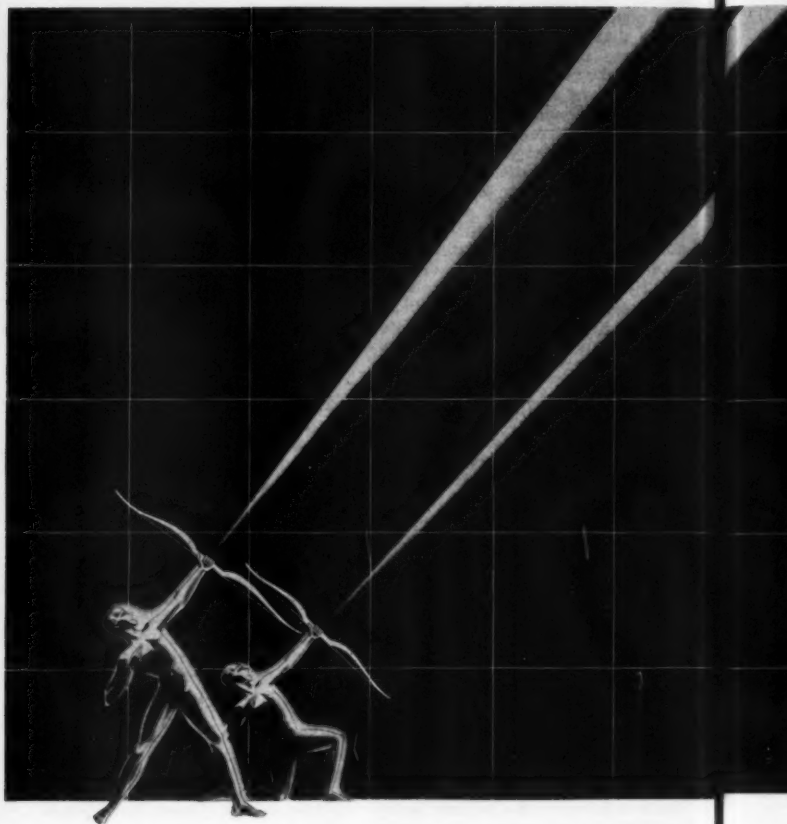
From the fact that this concern receives 150,000 letters a year, it is deduced that its advertising is being read.

The Waters Genter Company provides another instance of the same sort. "We have never included," says K. C. Gifford, sales manager of the domestic appliance division, "in our consumer advertising a coupon which would tend to bring in a tremendous number of inquiries. We have, however, in some of our ads this fall made mention of our Hospitality Booklet. This has brought us probably six or seven thousand inquiries. These people were of course writing in for the booklet. It has been our practice here to answer all of these inquiries with a letter and booklet within twenty-four hours after they were received.

#### ***Where an Order Is Enclosed***

"We have never referred any of these inquiries to our dealers but have handled them in the above described manner only. We have, however, received quite a few letters with checks attached, asking us to ship a complete Toastmaster and Hospitality Tray set. In some isolated spots we have shipped these direct but for the most part sales of that kind would be turned over to dealers."

An example of inquiries that are sought to obtain prestige with dealers is found in the case of a



## Leading the upturns pl ... And a gain of 2.7% needs

Recovery begins to mean something when ledgers show a gain—no 1932  
matter how modest. And it's doubly pleasant when the favorable magazin  
balance spells leadership! . . . Woman's Home Companion carried draw w  
12,240 lines more advertising in the past twelve months than du

BROWEL

, 1934

Jan. 4, 1934

PRINTERS' INK

turns pleasant business!

2.7% needs no apology these days

gain—1932—the largest 1933 increase among the six leading women's  
favorable magazines . . . Call that 2.7% gain a trifle, if you will. Or call it a  
a carrier which shows which way the advertising wind is blowing!

han due  
ROWELL PUBLISHING CO.  
NEW YORK

Companion



manufacturer of a product that is not sold to consumers but is a service item—the retailer buys the product to use as an added service to his customer.

"Our consumer advertising," says this advertiser, "is done for the prestige it gives us with the jobbing trade and the effect it makes on the retailer (who is a reader of the magazines at home after working hours, just as anyone else). We figure on about 65 per cent effectiveness from a prestige standpoint, and possibly 35 per cent effectiveness by helping to increase the ready acceptance of our product by the public.

"We do take care of all inquiries that come in as a result of our consumer advertising. Most of them are from curiosity seekers—but sampling is a very good way of advertising for us."

A manufacturer of a well-known grocery specialty, distribution of which would be thought by the

average man to be well-nigh 100 per cent, comes forward to state that his coupon returns are an important factor in getting new dealers and stocking up old ones. A line appears in each coupon for the name and address of the consumer's grocer, who is written within four days after the receipt of the inquiry. There is a 5 per cent actual return of orders from dealers in comparison with the number who are written.

"We believe," says this advertiser, "that writing to the dealers is worth while because it calls their attention to the product and undoubtedly results in a considerable number of orders through jobbers about which we do not hear."

There remains for consideration the treatment of consumer inquiries which are referred to dealers. This is a topic of wide interest to advertisers, as is evidenced by letters received, and will be the subject of a separate article.

### George M. Rogers Resigns

George M. Rogers has resigned as vice-president and director of the Plain Dealer Publishing Company, publisher of the Cleveland *Plain Dealer*, thus closing a connection which began with that paper thirty-five years ago. Mr. Rogers relinquished the general managership of the *Plain Dealer* some time ago, owing to ill health and John S. McCarrens was appointed general manager and vice-president.

### To Direct Ostermoor Sales

Preston P. Rogers has been appointed general sales manager of Ostermoor & Company, Inc., with headquarters at 2 Park Avenue, New York. He was formerly vice-president of Hearn's and of James McCreery & Company, New York.

### New Four A's Member

The Hutchins Advertising Company, Inc., Rochester, has been elected to membership in the American Association of Advertising Agencies.

### Danahy Appoints Lansill

W. Arthur Lansill has been appointed advertising manager of The Danahy Packing Company, Buffalo packing house.

### Changes Policy

Beginning with its January 16 issue, *The American News*, New York, published fortnightly, will carry advertising.

### To Manage Marie Earle Sales

Herbert D. Rosenthal has been appointed manager of the sales department of Marie Earle, Inc., New York, toilet preparations. This appointment includes the managership of the Rallet Corporation, an allied organization. Mr. Rosenthal was in charge of a territory in the West for Coty, Inc., until he was appointed assistant manager of the sales department of Marley in 1931.

### Has Trubenizing Account

The Essley Shirt Company, maker of shirts with Trubenized collars, and The Trubenizing Process Company, both of New York, have appointed Morton Freund, New York, as advertising counsel. Trubenizing is a new patented process for making collars look starched without making them stiff.

### Represents "Every Woman"

*Every Woman Magazine*, Wilkes-Barre, Pa., has appointed Sidney E. Rudman, New York, as its national advertising representative.

### With Grand Rapids Station

David H. Harris has been made production manager of Station WOOD-WASH, Grand Rapids.

### Handling Teleplex

The Teleplex Company, New York, has appointed the Ravett Advertising Agency, New York, to direct its advertising.

# Salesman's Blues

How a Sales Manager Can Keep His Men from Becoming Afraid of Competition

By William A. McKerron

THERE comes a time in the life of almost every salesman when he wonders if, after all, his company and his product are as much better than competitors and competitors' products as he has been led to believe. He may hold a little conversation with himself, something like this:

"Yes, my people are pretty good, but Jones and Smith must be putting out better products this year. I hear it everywhere. They seem to be making big inroads this spring. That new patented idea that they are featuring certainly appeals to the buyers. We don't have that feature and I don't see how we are going to be able to compete. Besides, they seem to be spending a lot more on advertising than we do. And I hear they have more men on the road. What's the use? I can't sell a No. 2 product. Perhaps our company has begun to slip a little, just as some of the buyers have been telling me."

## *A Dangerous Frame of Mind*

Such a frame of mind is dangerous. Unless the salesman is able to discover for himself wherein his house and its product are superior to others, or his sales manager discovers his mental condition and puts him straight, the result is apt to be declining sales and ultimately a "resignation."

This is one of the most difficult problems in sales management. It is something that every sales manager should be watching for constantly.

Such reflections are not an indication of a slipping salesman. They are more likely to be an evidence of neglect on the part of the sales manager. If the salesman is, to use an overworked expression, kept "pepped up," he won't be assailed by doubts very often.

There are times when even the

best and most experienced salesmen have qualms about their jobs. It is natural that other fields should look greener. The problems of competing salesmen never seem so real and insurmountable as those which face a salesman in his day-to-day work.

Of course, the first and most necessary requisite for curing such a state of mind is to manufacture a product that actually is superior to competing products—that has features which others do not possess.

Second, the company should render service which will stand comparison with that of any other company.

Third, the policies of the management should be clearly understood and lived up to by everyone in the organization.

Fourth, a salesman should be well and fairly treated and adequately compensated.

Fifth, every salesman should be kept informed of the weaknesses of competing products as well as the features of his own.

Sixth, the sales manager should be sure that he does his primary job well, i.e., keeping up the morale of the organization.

Seventh, the salesman should be well prepared in advance to meet buyer's objections so that he will not be taken by surprise when the company or the product is criticized.

Eighth, the sales force should be given all the help in every possible way that it may require, by means of advertising and aggressive, helpful sales promotion.

These would seem to be obvious fundamentals. No sales manager deserving the title would deliberately neglect any of these points. But they do neglect, all too often, to anticipate the competitive slump which is so detrimental to salesmanship. They do not spot soon enough the ghost of a belief in the

salesman's mind that everybody else is manufacturing a better product than his own. Such a suspicion must be wiped out early before it grows into real disbelief. It weakens a salesman's power of resistance. It makes him sell half-heartedly.

The amazing phase of the problem is that nine times out of ten the salesman is wrong. It is temporary mental panic. If caught during its first stages it is not difficult to cure.

#### *One Salesman to Another*

Here, is a typical scene, being enacted every day in the year throughout the country. If the salesman has been well trained and if he is supplied with constant encouragement from the home office he will not pay any attention to rumors passed out by friends and rivals.

Two salesmen are sitting in the writing room of a hotel. Both are stars in their field. Says one to the other:

"Jim, I hear that you people have lost a couple of your big men. Your sales manager went with So-and-So, your vice-president resigned and went with another house and I hear that the quality of your product isn't what it used to be. I'm sorry for you."

Naturally, such talk may upset a salesman unless he knows just what is going on. In this instance, for example, the salesman won't pay any attention to the gossip of the other man if he knows that his company is just as sound and solid as ever and that the other salesman is misinformed. He won't worry if he knows that the new sales manager is a better man than his predecessor and that the vice-president changed his job for perfectly understandable reasons.

Supposing, however, that the salesman did not know all the facts. If this rumor were repeated several times he would begin to wonder just what was going on at the home office. The remainder of his trip might be spoiled. He would be a prey to a fear that should never have existed. He might make a mountain out of a molehill.

Most of the reports that salesmen hear are untrue or grossly exaggerated. Good salesmen, of course, realize this and pay little attention to haphazard reports. I know of a case where the morale of a certain trade paper's sales force was badly undermined before the sales manager realized it.

This publication had been the leader in its field for many years. The salesmen had never had any serious competition to cope with. Actually, their jobs were pretty soft ones.

But suddenly a small competitor started to gain ground. It used selling methods to which the older company did not wish to stoop. It used high-pressure tactics and was getting results. People started to talk about this younger publication and the prospects and customers of the older paper found they could use the newer publication as a sales objection. Before long, rumors were flying around that the older publication was slipping, that it was through, that it was behind the times, and so on.

#### *Salesmen Began to Wonder*

As a matter of fact, it was still so far ahead of any of its competitors that there was no comparison. But the salesmen began to wonder. They rather liked the style of the new publication themselves. Unaccustomed to real resistance they began to have qualms.

One of the salesmen actually resigned to go with the other organization. He lasted less than six months and then was back begging for his old job. The other publication went into bankruptcy shortly afterward.

The management of the older publication knew what it was doing. It was steering a straight course, following the policies which had made it the respected leader in its field. But executives took this leadership a little too much for granted. They failed to keep the salesmen informed, to point out the weaknesses of the competitor. The management took it for granted that the salesmen could see the situation as clearly as it did.

A food product salesman returned recently to his home office after a visit to a territory that he had always believed was sewed up good and tight. It had been easy for him to make that route and to bring back the orders.

To his sales manager, he said: "We are slipping. No use talking about it, the old house is on the skids. I have heard all kinds of reports. When I went around to see R & B they told me they were sorry but they had just ordered from X & Company. Say, that's a live house. They have had twenty salesmen in our territory and I hear good reports about the quality of the product they are putting out. It is selling everywhere. Something ought to be done."

This salesman's report was no more than a confession of weakness. Of course, it is easy to sell goods when there is little or no competition. Any salesman can make a record under such circumstances. The trouble seems to be that when certain salesmen are disturbed, dug out of their complacency and self-assurance, they blame the firm. They think success on the part of the other institution is due entirely to a better grade of merchandise. It doesn't occur to them that it is possible for two companies to be successful in one field.

#### **Competition Makes Best Salesmen**

The very best salesman is the man who has plenty of hustling, worth-while competition. He soon learns that even the most ethical of competing salesmen will occasionally spread damaging rumors. He learns that while he must keep an eye on what his competitor is doing, his best bet is to know his own product and company and believe in them sincerely and enthusiastically. Without such enthusiastic belief he is lost.

Every salesman wants to believe in what he is selling. He will believe, in spite of all loose talk and rumors, if given the proper encouragement.

"I hear you folks are slipping."

"Somebody told me the other day

that your product is nowhere as good as it used to be."

"Sorry to hear, old man, that you have lost Mr. F and Mr. J. They really constituted the brains of your house. If you lose them, you lose everything. Well, that's the way it goes. Better go over to the other place. They are young and progressive and will be leaders in another year."

Such are the whispered suggestions the salesman is sure to find along his path. If he believes everything he hears, he will be kept in a state of constant mental ferment. Fear of competition is the first step in almost complete disintegration.

#### **One Company's Message**

One of a series of talks prepared for its salesmen by a large company carries this message, aimed at just such situations:

"Never take it for granted that you will hold all your customers all the while. Inevitably, some of them will get away from you for one reason or another. Percentages show that this is true. Some of them will go over to a competitor for no reason you can assign. Be as nice to them as you can; go out of your way to perform little extra miracles of salesmanship, friendship, delivery, and they will leave you just the same. It is Fate's turnover.

"Nothing you can do will prevent a certain amount of this. It has been going on ever since the early days of business. But do not allow such discovery to alarm you. Do not permit them to make you feel that your competitor is giving better service or has a finer product. To lose confidence in your own proposition and unconsciously to glorify the competitor is to suffer both a loss of self-respect and a share of your power to sell goods.

"Not all the facts are on the surface. Accounts change hands for a wide variety of reasons. Do everything in your power to prevent these changes but plan for the inevitable mortality of customers and provide for it by cultivating new customers."

This is a sensible line of reason-



ing and deserves emphasizing to salesmen. It should not be emphasized to such an extent, however, that the salesmen will use it as an alibi for losing business.

A sales manager recently told me how he baited a trap for several of his new salesmen. They had been with the company about a year. A chance conversation between two of them prompted the sales manager to call a meeting.

"We are losing quite a few of our old-time customers in territory seven, are we not?" he hinted.

There was unanimous admission of this.

"A great many of them have gone over to the G & J Company," he continued.

Yes, this was certainly true.

"And the G & J folks are building up a fine enterprise, turning out a wonderful product, dominating the field?"

Oh, yes, to be sure.

"Reports are coming in from every hand of the high quality of the G & J line, promptness of delivery, and workmanship. The concern is making phenomenal strides?"

There was no question about it at all. The salesman not only admitted all this but added and padded volubly.

It had been necessary only to touch a match to the dry grass in order to start a full-fledged forest fire of pessimism. These salesmen had gone right over to the side of the competitor without recognizing the situation. And opinions had been formed on the strength of rumor and rumor only.

The sales manager happened to know that the competitor in question was shaky financially. It was not turning out a good product, often weakened on service and was even then facing a complete reorganization. This competitor had nipped off a few of this sales manager's old customers but it was the same turnover that every sales manager understands and does not fear.

The sales manager had egged his young salesmen on in order to preach a moral. Their replies, their acquiescence to all hints made, simply bore out his belief that they were not handling themselves wisely on the road.

So he gave them a lesson in the necessity of standing by their own house through thick and thin. The loss of a few veteran customers did not mean that a competitor was showing their company up and that their own company was going to the bow-wows.

### Surveys Magazine Expenditures, Food Advertising 1933

A total of \$28,469,199 is estimated to have been spent in 1933 in magazine advertising, according to a survey made by the *Food Field Reporter*. Out of this total expenditure, \$12,003,096 is credited to seven advertisers in the food and related soap fields, as follows:

Standard Brands .....	\$2,565,161
General Foods .....	2,795,976
Campbell Soup .....	1,578,630
H. J. Heinz .....	1,173,051
Lever Bros. ....	1,413,596
P & G .....	1,776,428
Ovaltine .....	700,254

### Represents Philadelphia "News"

Story, Brooks & Finley, Inc., has been appointed national advertising representative of the Philadelphia *Daily News* in the Western territory. Eastern territory will continue to be covered from the paper's New York office, the change affecting territory west of Pittsburgh only.

Joseph M. Grassick, formerly in charge of the Chicago office, has been transferred to the home office.

### Made Publisher, S. D. Papers

Howard C. Anderson, for five years editor of the Aberdeen, S. D., *American and News*, owned by the Ridder Brothers, has been appointed president and publisher.

### Re-appoints Marschalk & Pratt

The International Paper Company, mulch paper division, formerly a client of Marschalk and Pratt Incorporated, New York, is again advertising through this agency.

### With New York "Times"

Harold Gutmann has resigned as president of Design Art, Inc., to join the New York *Times* as head of the business-page department. He was formerly with the United Business Publishers.

### Broderick Named

L. K. A. Broderick has been appointed advertising manager and sales promotion executive of the Clarence Williams Music Publishing Company, Inc., New York.



**If your story  
is worth telling**

**...tell  
everyone**

**WLW  
CINCINNATI**

**The Crosley Radio Corporation**

**Powel Crosley, Jr., President**

**CINCINNATI**

*Near the center  
of the dial*



*Near the center  
of population*

# Loss Leaders Give NRA Something to Think About

Involved with Minimum Store Mark-Up, Operating Expense and Gross or Net Margins of Profit

By L. D. H. Weld

Director of Research, McCann-Erickson Company and General Marketing Counselors

THE mark-up controversy in connection with the retail codes has raised many problems; the Code Authority is up against a difficult job to interpret the code as finally approved.

Surely, the claims made by both sides have been rather extravagant. Those who have argued for the minimum mark-up provision have claimed that thousands of small retailers have been driven out of business during the last two or three years by the loss-leader tactics of ruthless competitors (as though the depression had had nothing to do with the numerous failures) and that there would be no chance for retailers to live in the future under NRA regulations, unless price-cutting is prevented through the minimum mark-up provision.

Those who have opposed have been just as unscientific. They have claimed that prices to consumers would be raised, that there would be little incentive to efficiency and that it would mean practical control over retail prices by manufacturers.

Incidentally, the expression "mark-up" is unfortunate in some respects. Retailers very generally express their expenses as percentages of sales, and they have gradually been getting used to expressing their gross margins also as percentages of sales, in order to make valid comparisons. Now we take a step backward by referring to gross margins as mark-ups on cost price, which cannot be directly compared with expense ratios. A 10 per cent mark-up represents a margin of 9.1 per cent of selling price.

The reasons why there has been so much trouble in establishing a

minimum mark-up for all stores are as follows:

1. The cost of doing business varies for different kinds of stores, —i.e. for different trades.

2. The cost of doing business varies for different stores in the same trade, depending on efficiency of operations, and on type of service rendered.

3. The cost of doing business varies for different articles in the same store. The many news stories on the code discussions give no indication that the importance of this fact has been realized in Washington.

Obviously, a required minimum mark-up for all stores must be low enough (a) so as not to exceed the cost of doing business in that trade which operates at lowest cost; (b) so as not to exceed the cost of doing business in the most economically operated stores; and (c) so as not to exceed the cost of handling the individual commodity or commodities that are handled at the lowest cost.

## Just What Are Loss Leaders?

With these limitations in mind, the question arises: Just what are "loss leaders," and to what extent will minimum mark-up provisions prevent their use?

As a matter of fact, there are two possible meanings of the expression "loss leaders": One is the selling of goods at less than invoice price or purchase price; the other is the selling of goods at less than total cost, which is purchase price plus the cost of handling. Of course, goods sold at less than purchase price are sold at a very substantial loss; but certain goods sold at a 20 per cent or 25 per cent

mark-up in many stores may also be sold at a loss when total cost is taken into consideration. Strictly speaking, any article used as a leader, and sold at a loss (under purchase price plus cost of handling) is a loss leader.

In the loss-leader provision of the retail code, it is not clear just what meaning the Administration has in mind. In reading the first paragraph (Article VIII, Section 1), loss leaders are defined as "articles often sold below cost to the merchants for the purpose of attracting trade." It looks as though the framers of the code had in mind that "cost" means purchase price, which is, perhaps, the common meaning of the term. But then it goes on to say that selling price "should include an allowance for actual wages of store labor." Just why margins should cover only "store labor," in order to prevent selling at a loss, is not clear.

Store labor constitutes only about one-half of the expenses of operating a store. We are to infer that merchants are to be permitted to sell at a price which covers labor cost, but which does not cover rent, interest, heat, light, taxes, delivery, buying expense, etc., all of which are unavoidable in operating a store. It is at least clear that such goods though really sold at a loss are not necessarily "loss leaders" in the meaning of the code. Possibly the Code Authority will give us a different interpretation, but it is difficult to see how it can do so.

#### *How Far Are We Prepared to Go?*

This whole question of loss leaders is a ticklish one to deal with. Any legislation that sets minimum prices or margins infringes on what has always been considered the inalienable right of an individual to sell an article for whatever he wants to charge—unless he unduly raises the price through conspiracy in restraint of trade. Assuming that such a curbing of individual liberty is justified under present conditions, one naturally wonders how far we are prepared to go in this direction.

It may also be argued that the use

of a loss leader is a form of advertising. It is intended to bring people into the store, so that they will buy other products. It may be argued that if customers buy only the loss leaders, the store will soon find it out, and will quit cutting prices. Or, if other goods are sold at too high a price, consumers are not so dumb but what they will refrain from buying them.

#### *Is Loss Leader Legitimate Advertising?*

As a matter of fact, loss leaders have often been used by stores that place perfectly reasonable, competitive prices on the other goods they handle. In such cases it would be easy to argue that the use of loss leaders constitutes legitimate advertising, even if it tends to drive a few weak competitors out of business. Other advertising and selling devices have the same effects. And some hard-hearted individual may rise to remind us that there has been a common complaint that there are too many retailers, anyway!

As an advertising device, just how far is it legitimate for a store to spend money or give things away in order to attract customers? It is apparently all right to give away calendars or masks or other so-called "premium" items. No objection seems to be raised against giving away weekly house magazines. Why shouldn't a store be allowed to give away some of its own merchandise, if it wants to? Or, it can give away "service" in the form of allowing returns of merchandise, or furnishing playrooms and nurses for children, etc. It seems to be considered proper for a store to give concerts on expensive pipe organs.

Just where are we going to draw the line? Is it going to be proper for a merchant to give an introductory below-cost price on a new article or brand? And if we are going to say that no advertising shall be done through loss leaders, just how far is it legitimate to reduce prices in order to bring people into the store? Surely, price reductions and special prices on individual commodities are perfectly

legitimate and under the code it will still be perfectly legitimate to sell many of them at a loss, when total operating expenses are considered. The setting of some arbitrary figure to represent a minimum mark-up simply means that there is to be a limit to the amount of loss that may be taken when goods are marked down.

#### *When Is an Item Sold at a Loss?*

And this brings us to another point—that it is practically impossible to determine when an article is actually sold at a loss. True enough, for most stores, an article marked at less than a 10 per cent mark-up would be sold at a loss. But also, a great many articles sold at a 20 per cent mark-up in the same stores would also be sold at a loss. The cost of selling varies for each individual article in a store. There is no well-accepted method for determining costs of selling individual articles—although some progress has been made in this direction. It is true, nevertheless, that long-margin goods could easily be sold at a loss by giving them a mark-up that is much greater than any minimum that the Code Authority can possibly set.

A high-class store on Fifth Avenue that has a cost of doing business of 30 per cent, if it sold certain articles at a 20 per cent mark-up (16⅔ per cent of selling price) would be using loss leaders just the same as a low-cost store that sells goods for less than invoice cost. Not in the same degree, perhaps, but it would be using loss leaders just the same. No wonder the NRA has had trouble over this problem, because there isn't any scientific answer, unless we try to set different minimum mark-ups not only for the different trades, but also for different types of stores, and for each individual article sold.

And even then it would be impossible to cover the case of the high-class service store that has a high operating cost, and that would be left free to cut under cost plus overhead all it wants to. In other words, this privilege would simply

be denied to the most efficient low-cost stores, which rely on large turnover at low profit margins, and keep operating costs at the lowest possible point!

But there is the other side of the picture. The use of loss leaders, though perhaps theoretically justifiable, is often carried to excess. Small neighborhood dealers are sometimes unjustly injured by the unrestrained price-cutting of their big volume competitors located in more congested sections. Customers who are enticed into stores by advertised leaders sometimes buy other goods marked at unfairly high prices. Advertised brands, on which manufacturers have spent huge sums in building up quality and in merchandising and advertising, to make them everywhere available, are cut in price, so that many dealers refuse to handle them.

The worst cases of cut-throat competition and of destructive use of loss leaders probably results from price discriminations on the part of manufacturers. Secret price concessions give favored merchants an unfair advantage. Sometimes manufacturers have been forced into giving deep, secret price concessions by large buyers who have threatened to place their orders elsewhere unless their offers were accepted. During depression, many manufacturers have preferred to accept such orders in order to keep going, even if they have had to pay starvation wages.

#### *Main Efforts in Solving the Problem*

So the problem is to eliminate these excesses and abuses, if possible, and at the same time to retain the legitimate use of mark-downs, including loss leaders. It is a difficult problem. Under the NRA, it is being tackled mainly from two directions: One in the manufacturers' codes; and the other in the retail codes.

In the manufacturers' code, there are prohibitions against selling below cost. This should help in preventing undue price-cutting; but this device is open to serious criticisms, as follows: It obstructs



**BRITAIN**

**HAS TURNED**

**THE CORNER**

There is more and better business to be done in Britain to-day. A vast market, made up of eleven and a half million families, offers the energetic advertiser immense volume of sales at a low cost. A compact, prosperous accessible market blanketed by the world's largest daily net paid sale.

The **DAILY HERALD** is read and trusted by  
**TWO MILLION BRITISH FAMILIES**  
from Land's End to John o' Groats. See a copy.

Arthur Phillips, Advertisement Director, **DAILY HERALD**, 67, Long Acre,  
London, W.C.2, England.

progress by making it unlawful for new industries to establish introductory below-cost prices; the determination of costs will be extremely difficult; and administration involves a high degree of bureaucratic control and inspection of books.

The other device, used in many manufacturers' codes, is that of requiring open price policies. This means that all prices and discounts shall be open and above board, and that departure from published price schedules shall be an unfair trade practice. This is one of the most constructive elements in those sections of the codes dealing with fair trade practices. It may even be said that an open price policy, if lived up to, would go far toward eliminating the illegitimate or harmful use of loss leaders. Possibly it is as far as it is really worth while to go. At any rate, in cataloging features of NRA activities to save for permanent use, open prices should be put near the head of the list.

Through the general retail code, it is sought to prevent the use of loss leaders through the provisions already referred to—prohibiting sales below cost, and through the provisions that there shall be a minimum mark-up to cover labor costs. To prohibit sales below cost would certainly do away with the

most virulent forms of price-cutting, and this provision, together with the open price policy, ought to do away with the great majority of the harmful uses of loss leaders. These are certain economic and administrative objections that could be raised, but on the whole this prohibition would be practically harmless, and will undoubtedly do good.

The establishment of minimum mark-ups is more questionable. As suggested above, loss leaders may be used in a perfectly legitimate manner as advertising devices; there is no basis for deciding just how far an article may be cut in price before the practice can be called illegitimate; any minimum mark-up would be a crude and arbitrary figure that would still permit deep price cuts and taking of losses on long margin goods; and serious administrative difficulties are almost sure to develop. On the other hand, the psychological effect of establishing minimum mark-ups may be good in that the worst price cutters ought to be impressed that excessive use of loss leaders is frowned on by the community. And since the great majority of retailers want this provision, it is probably better to try it out. But it should be looked on as an experiment that will bear close watching.

### Death of J. A. Mathews

James A. Mathews, publisher of the *Aberdeen, S. Dak., Morning American* and *Evening News*, died last week at that city, aged fifty-two. Mr. Mathews was formerly associated with the *St. Paul Pioneer Press-Dispatch*, the *Hearst Newspapers* and the *Scripps-Howard Newspapers*.

### Lester Hopper with The Fair

Lester Hopper is now advertising manager of *The Fair*, Chicago. He formerly was with the *Louis C. Pedlar Corporation*, New York. Previously he was with *Paul Block* and, before that, was director of promotion of the *Hearst morning newspapers*.

### Appoint Kaufman

The *International Distilling & Distributing Corporation*, Baltimore, and the *Scientific Radio Service*, Hyattsville, Md., transmitting crystals, have appointed *Henry J. Kaufman*, Washington, D. C., to direct their accounts.

### Brewers in Campaign

The *California State Brewers Association* will spend \$30,000 in a three-month co-operative newspaper and business-paper campaign to combat the flood of Eastern beer that threatens to make inroads in the volume and price structure of the California brewers. Association headquarters are in the *Whitcomb Hotel*, San Francisco.

### New Accounts with Rankin

The *Maxso Company*, Norwalk, Conn., and *Tulsa, Okla.*, has appointed the *Wm. H. Rankin Company* to handle its newspaper and radio advertising. *Associated Independent Druggists*, New York, and *New Haven, Conn.* have also appointed the *Rankin agency* as advertising counsel.

### Shoe Paper Adds to Staff

*Miss Jack Seeley*, formerly an account executive with the *Carter Advertising Agency* and, before that, manager of the hosiery and underwear departments of the *Dry Goods Economist*, has been made manager of the hosiery department of the *Boot and Shoe Recorder*.

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## Death of P. B. Bromfield

**F**IFTY-FOUR years of service in the advertising agency business is the record of Percy B. Bromfield, who died last week at Hempstead, N. Y., in his seventy-sixth year. He had been in the best of health and was making preparations for a trip to Florida.

Educated in London and Toronto, he went to New York in his youth and when he was eighteen, opened one of the first advertising agencies in the city. He served one client, the W. Atlee Burpee Company, Philadelphia, for upwards of fifty years. A member of the old guard, his agency was a contemporary of Geo. P. Rowell & Co., S. M. Pettengill & Company, Bates & Morse, J. Walter Thompson and other early pioneers who had headquarters in the Park Row district.

Mr. Bromfield was a former president of the New York Advertising Agents Association and one of the organizers of the American Association of Advertising Agencies.

In 1892 he contracted for *The Christian Herald's* advertising space and, in addition to his agency business, for eighteen years conducted its advertising department in the Bible House, New York. He also was a founder of *Success*.

Mr. Bromfield was active in religious work and had been president of the New York State Sunday School Association. He was a founder of Nassau Hospital; Mineola.

He is survived by two sons, Percy R. Bromfield and Edward T. Bromfield, both of whom are widely known in the advertising business.

### Rheinstrom to Manage Romance Group

Carroll Rheinstrom has been urgently requested by Macfadden Publications, Inc., New York, according to an announcement received from O. J. Elder, supervising advertising director, to take over the management of the Romance Group, made vacant by the resignation of Richard M. Silvester. Mr. Rheinstrom has consented to do so. This means that he will relinquish his duties as promotion manager. He will, however, remain as vice-president of the Liberty Publishing Corporation and will serve *Liberty* in a consulting and advisory capacity. This change becomes effective January 20.

### Heads Stewart-Warner

Joseph E. Otis, Jr., has been elected president of the Stewart-Warner Corporation, Chicago. He has been executive vice-president of the company for the last several months and prior to that was general manager of the Alemite Corporation, Stewart-Warner subsidiary.

### Steffen in Hotel Field

Roy Steffen has been appointed manager of the Bismarck Hotel, Chicago. He was at one time with Critchfield & Company, Chicago. More recently he has served as vice-president of the Hough Shade Corporation, Janesville, Wis.

### Alwood with La Salle

L. R. Alwood has joined La Salle Extension University, Chicago, as assistant director of advertising.

### Industrial Advertisers Elect Lovekin

R. E. Lovekin, of the R. E. Lovekin Corporation, has been elected president of the Eastern Industrial Advertisers. He succeeds L. R. Garretson, of the Leeds & Northrup Company.

Others officers elected are: A. O. Witt, Schramm, Inc., vice-president; S. E. Linderman, U. S. Pipe & Foundry Company, secretary, and L. A. Cleaver, F. W. Dodge Corporation, treasurer.

H. M. Buckman, M. O. Lokenagard, Frederick Gloeckner and J. M. Plummer were elected directors. Re-elected were W. R. Kort Kamp, L. D. Waldron, R. B. Savin and R. G. E. Ullman.

### Holmes to Leave S K F

George R. Holmes, for ten years assistant advertising manager of S K F Industries, Inc., New York, is resigning some time in January, due to the company's permanent removal to Philadelphia. He was formerly in a similar capacity with Thomas A. Edison, Inc.

Mr. Holmes is president of the Technical Publicity Association.

### Brooks Joins Mathes

E. Warren Brooks has joined the production staff of J. M. Mathes, Inc., New York. He was formerly with N. W. Ayer & Son, Inc.

### Rickard Advances Morris

Walter G. Morris, for the last nine years production manager of Rickard and Company, New York advertising agency, has been made art director.



## G-M Advertises Consumer Survey

**D**URING the last year General Motors invited more than 1,250,000 people to pool their preferences for automobile design and equipment with the technical skill of General Motors' engineers and production experts. The invitation was extended through the medium of a small booklet which was prepared under the direction of H. G. Weaver of the customer research staff.

This booklet, "The Proving Ground of Public Opinion" was sent to automobile owners. With it was enclosed space for those who were interested in listing their preferences to fill in the names of friends who would possibly like to answer the various questions asked.

It is this booklet that is the background of current G-M advertising which features "The Automobile Buyers' Guide," an eighty-page book. Readers are told it can be had free and "will help you in planning for your next car." This book, copy explains, tells what 211,000 practical motorists advise out of their own experience and is based on the company's extensive consumer surveys.

The great number of people who participated in answering "The Proving Ground of Public Opinion" indicated that the company had a popular subject of discussion and, to capitalize on the idea, large space and full pages have been taken in a number of publications to feature the booklet.

There were three reasons for undertaking this campaign. First, the advertising informed those who had sent in booklets with completed answers of the broad scope of the survey in which they were participating. Second, the advertising tapped new prospects—car owners and drivers who might otherwise not have learned of the survey. Third, the advertising is designed to do a real selling job by impressing upon the public how exhaustively General Motors studies public opinion in building design and installing equipment.

Readers of the advertisements

were told that their co-operation was wanted "in order that we may build our products more definitely in keeping with the customer's tastes and desires—in order that our policies may be such as to merit the continued and growing patronage of the public." Copy ran in a number of publications, including thirty-two sectional farm papers, and in each instance advertisements were designed especially for the particular publication in which it appeared.

The text matter was developed very largely by paraphrasing the comments of those who had already answered the questionnaire. One of the headlines popularly used in the campaign was "Your Car as You Would Build It." This headline was suggested by nine people as being a better title for the questionnaire than "The Proving Ground of Public Opinion."

Copy described the booklet as a twenty-four page non-advertising booklet which gave people a chance to cast their vote on the kind of automobile they would build. Because it was written in an informal telegraphic style and was profusely illustrated, people were told that the answers could be checked off with less effort than it takes to work a crossword puzzle and that no writing was necessary unless people felt the urge to do so.

Each advertisement contained a coupon for getting a free copy. This carried a closing line, "There will be no sales follow-up," which removed one objection which otherwise might have kept a number of people from sending in the coupon.

When more than 1,250,000 people cast their votes on car design and equipment details, they are very likely much interested in seeing how their preferences line up with what a manufacturer carries into effect. That probably means closer inspection of General Motors new models because of the curiosity which a check-up invites.

Evidently G-M anticipates such a result and has issued another booklet to be used in connection



with automobile shows. This is entitled "1934 Automobile Style Census." It incorporates floor plans of the shows and includes a ticket of admission.

Space is allowed for comments on impressions concerning mechanical details, color schemes and upholstery, and appearance of exhibits.

This booklet, the recipient is told, has been sent him on behalf of a leading group of automobile stylists whose identity will be disclosed on request to those returning the booklet.

### Farley Bars Unmailed Matter from Letter Boxes

Letter boxes and even letter slots in the doors of homes are not to be used for depositing mailable matter that is unmailed, according to a pronouncement by Postmaster-General Farley. His ruling applies against unmailed statements of accounts, sales bills and advertising circulars.

Letter carriers have been instructed to remove from letter boxes and other receptacles all mailable matter which has been delivered by means other than the United States mails and to carry such matter to their post office, where it is to be held for postage.

Mr. Farley, in his order, says that his ruling is dictated by reason of the difficulty which letter carriers have had in depositing mail in overcrowded letter boxes, and complaints from people who have protested against their mail receptacles being cluttered with matter delivered there by other than postmen.

### New Addresses

Platt-Forbes, Inc., now located at 386 Fourth Avenue, New York.

United States Advertising Corporation, Chicago office, now at 612 North Michigan Avenue.

McKee & Albright, now located in the Girard Trust Building, 1400 South Penn Square, Philadelphia.

Arnold Research Service, Inc., now located at 31 West 47th Street, New York.

### Heads Seattle Club

Chester F. Womer has been re-elected president of the Advertising Club of Seattle. Other officers are: Karl Heide-man, first vice-president; Arthur Gerbel, Jr., second vice-president; Katherine Gresham, third vice-president, and John H. Leatherman, treasurer. Elected directors are Maurice Holcomb, Orrin Drew, Russell Young and J. C. Allison.

### Death of Miss C. A. Kirby

Miss C. A. Kirby, of the advertising department of the Gold Dust Corporation, New York, died recently. She had been with the company many years.

## GOOD COPY

**The past is gone,  
but the future  
belongs to the  
man who can best  
use it.**

**Good copy can  
reflect the capacity  
of the wise  
business leader to  
profit by the past  
without vain  
regret and to  
look ahead with  
courage.**

**HAWLEY  
ADVERTISING  
COMPANY  
INC.**

**95 Madison Ave.  
New York City**

# This Store Acts as Good Fairy to Perplexed Shoppers

IF the scores of people interviewed by Bamberger's inquiring reporter didn't get what they wanted for Christmas, it is not the fault of that retail store's advertising ingenuity. For days before Christmas, its reporter canvassed New Jersey, asking all sorts of people what they wanted from Santa—or from anybody who would kindly undertake the job of fulfilling their desires.

The wishes as reported were made into a series of newspaper advertisements. Sometimes an entire page was devoted to publicizing the presents wanted by a dozen or more individuals. In other instances, top place position was given to featuring the wishes of one individual.

This made a Christmas campaign that was not only different, but which also possessed a high degree of news and human-interest values. The people interviewed covered a pretty good cross-section of humanity, ranging from those in the higher social brackets and the politically prominent, down to taxi drivers, cow milkers, flagmen and movie cashiers.

By pounding away day after day, interviewing all kinds of people who wanted all sorts of different things, the advertising succeeded in the opinion of George Bijur, director of publicity and sales, in creating a fundamental association between Bamberger's and Christmas gifts. "At least," he says, "that is the conclusion we draw from the fact that our Christmas business is writing excellent figures on the December balance sheet; from the fact that many customers tell us that the first thing they look for in the

paper each day is our inquiring reporter feature to see who's being highlighted today."

The wants of the people interviewed, constituted an interesting

**They KNEW what they wanted**

**FOR CHRISTMAS and told our Inquiring Reporter**

**Bamberger's This is it!**

analysis of the Christmas spirit as well as merchandise prospects. Clearer enunciation over the telephone was the wish of a telephone operator. Of course, she could do with a fine watch, some stockings and a new negligee, also. A ferryboat captain asked for a good fishing season—and the necessary paraphernalia to make one possible.

In each instance the store's copy commented upon the wishes of each individual, hoped that they would be realized and, wherever possible, pointed out how the store itself was prepared to serve in helping to make those wishes a realization.

TO AN ADVERTISING AGENCY  
OF HIGH STANDING

# BILLING and BRAINS FOR HIRE

\_\_\_\_\_ both self sustaining

A client of ours who owns stock control of a well known Eastern advertising agency *might* be interested in a merger or combination with some well established New York agency or a strong Western agency wishing to enter New York. His agency has a long record of service on large national accounts and he would bring to such a combination sufficient billing to more than support himself and a group of key men who are experienced in rendering service to these accounts, together with a modern agency equipment.

He believes that such a combination would make for a greater measure of success for himself and his group by relieving him from agency management and administration and permitting him to devote his time and energy to developing new business and servicing and building his present accounts.

He will consider an affiliation that will provide a generous compensation based on a percentage of gross commissions upon both the business he brings to such a merger and on new business that he would develop. Such an arrangement would give full play to his natural abilities as a new business producer demonstrated over the past ten years.

He must be satisfied, of course, as to the stability of the agency, its general reputation and its record of service on present accounts. Inquirers will of necessity be required to disclose their identity to us as his attorneys before any personal interview will be arranged with our principal.

**COUNSELORS**  
**BOX No. 148, PRINTERS' INK**  
**185 MADISON AVENUE**  
**NEW YORK**

# Advertising Helped Farmers to Win Stable Markets

(Continued from page 12)

One more came under the plan this year, making a total of thirteen commercial packers who draw supplies of prunes from the United organization under definite quotas as the fruit is offered for sale. Thus a 2 per cent gain in packer participation and a 3 per cent increase in grower membership indicates progress in greater crop control.

## Market Reached Bottom in Summer of 1932

During the summer months of 1932, when it was uncertain whether or not the industry program would be put into effect, the prune market touched bottom. Prices to the trade declined steadily, reaching a low point early in August when Santa Clara 40-50s were quoted to the trade at  $3\frac{1}{2}$  cents per pound f.o.b. California in 25-pound boxes. In the field there was practically no buying activity and nominal prices to the growers hovered around a one-half cent basis.

During the latter part of August, when it seemed probable that the industry plan would become operative, prices started to rise, both in the field and to the trade. The plan was declared operative on September 2 and announcement of Prune Pool prices on September 7 resulted in an immediate increase in prices paid to growers of 1 to  $1\frac{1}{2}$  cents above August lows. Prices to the trade advanced in a similar fashion—principal sizes being boosted from  $1\frac{1}{4}$  cents to  $1\frac{3}{4}$  cents per pound above early August figures.

The evident steadying influence of the industry organization resulted in establishing confidence among the wholesale trade. Domestic operators bought prunes steadily in the belief that they could be resold at a profit and that prices would remain steady or rise. In mid-winter when other commodities were being sold in large

quantities at cut-rate prices, prune prices declined only slightly and quickly recovered. Without the industry set-up, it seems inevitable that competitive price-cutting to "get out from under" would have driven prices toward the low levels prevailing in the summer of 1932.

Figure 2 shows the change in prune prices since organizing. From an opening price of 2 cents in September, 1932, to one of  $3\frac{1}{4}$  cents in September, 1933, is only a part of the story. The brokers and buying trade of America will tell you enthusiastically now of their prune sales and their confidence in prune price stability. Dealers are discovering, too, the profit possibilities of prunes, a staple with sustained year-round demand and a steady price level.

"Organize, stabilize and advertise" is the theme that co-operative leaders used to preach. Now we come to advertising—last of the three planks in the prune organization platform.

## Sun Sweet Brand Has Been Advertised

Year after year California Prunes have been sent to market on a world wide scale with little or no general advertising. The California Prune and Apricot Growers Association has consistently advertised its Sun Sweet brand through the last ten or twelve years. But with greatly increased crops and a smaller percentage of the total tonnage, it was not to be expected that this type of advertising would do very much to widen the market and increase the demand for all California prunes.

This year's advertising of the United Prune Growers of California is supported by 95 per cent or more of the tonnage. Participating packers in their purchase contracts with outside growers, include the advertising charge of \$2.50 per ton for prunes counting eighty or less to

the pound and \$1 per ton for size eighty-one to 100 per pound. These collections for advertising are remitted by the packers directly to the United Prune Growers of California.

Because of late organization start, the advertising effort behind the 1932 prune crop was materially limited. Sufficient funds were carried over, however, to secure an early start this season. Nearly every recognized medium is being employed this year to push sales of 1933 crop prunes. The details of this year's campaign are briefly given here:

1. Seven women's magazines and one popular weekly will carry fifty prune advertisements during the campaign.

2. Eight farm publications with a total circulation of 4,196,982 have thirty-three advertisements scheduled, making more than 15,500,000 advertising messages.

3. Direct mail; 112,000 four-color broadsides were mailed to the higher rated grocery and general stores in the United States. Two mailings were sent to 12,000 dried-fruit buyers, sales managers and advertising executives of important chain systems and wholesale organizations.

#### **Use of Recipe Books**

More than 300,000 recipe books will be sent out and distributed to consumers in the next three months. Up to December 1 more than 30,000 had been sent out in response to magazine coupon requests.

Local advertising includes:

1. 24-sheet posters are appearing in seventeen metropolitan districts during the contract period of three months. These posters reach about 30,000,000 people per month.

2. Two-sheet posters are showing on the station platforms on the elevated and subway railway systems in New York and Boston, as well as on the elevated platforms in Philadelphia and Chicago. These metropolitan railways systems carry more than 8,000,000 passengers per day.

3. Newspaper advertising is run-



## **"Buflopole"**

... just as much a separate city as if it had a wall around it and you'll miss nearly half of the Buffalo Market until you discover the *one way in.*

Send for

**"A NEW SURVEY  
OF BUFFALO"**

**POLISH  
EVERYBODY'S  
DAILY**

*Belongs on every newspaper  
list for cities over 250,000*

**National Representatives:**

**SMALL, SPENCER, BREWER, INC.**

**Chicago      New York      Boston**

## For Advertising in 1934 Watch the *Merchandisingly Alert*

Last October fifth in this series of advertisements we suggested you watch the wheels of the automotive industry for the sales and merchandising drive to be on in 1934.

You have now seen a good deal of it, but there is still more to come. One manufacturer hasn't even yet (January 2) shown his dealers what he will have. His double spread in the January 6 Saturday Evening Post contains not even a hint. But it's big enough news to deserve one of the largest advertising campaigns for 1934 ever put behind one make of car.

To repeat from our October 5 copy:

"Why all this activity in wheels? Because these makers are of the *Merchandisingly Alert*. They know if their cars are to be advertised and sold



Alert

successfully, they must have something that will make consumers want to buy.

"Probably wheels will play a most prominent part in automobile advertising next year."

Of all the important makers of automobiles and accessories in a position to do a real national advertising job, only four are not among the *Merchandisingly Alert*—the PRINTERS' INK Publications' audience. But the automotive industry isn't alone in taking its merchandising seriously.

Of all the national advertisers in all industries, the *Merchandisingly Alert* represent over 89% of the total combined advertising activity.

And so important is merchandising in business today, affecting the very design and making of the product itself, that well over 36% of the subscribers among manufacturing concerns are major executives (general managers or above).

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ning in Boston, New York and Detroit markets.

4. Radio advertising is supplementing dealer service activities in the New York market.

5. The United now has ten dealer-service men, contacting brokers, wholesalers and retailers in the Eastern markets. These men work with the trade, encouraging prune displays, promoting special sales and other point-of-sale activities that help move prunes into consumption.

Dealer-service men are headquartered in New York, Chicago, Boston, Cincinnati, Kansas City, San Francisco and Los Angeles.

The United's trade advertising falls into the three main divisions: Grocery, bakery and hotel-restaurant.

1. The grocery advertising is now running in important independent and chain-store publications, presenting the advertising campaign that is helping the trade sell more prunes.

2. Bakery trade advertising is concerned mostly with exploitation of California prune bread.

3. Hotel and restaurant publication copy features the long profits that can be secured from the frequent serving of prunes on the menus.

4. Ample supplies of price tags, window strips, counter cards, menu stickers, leaflets, dealer cutouts and proofs have been prepared and are being distributed to the buying trade of the country by mail and through the dealer-service men.

#### **Bakers Pushing Prune Bread**

Part of the time of the promotion force has been directed to the promotion of prune bread. The United has provided formulas and basic information for bakers. At the present time it is estimated that there are more than 300 bakeries in thirty States that bake prune bread regularly or are completing their experimental work. A conservative estimate of production at this time would be over 70,000 loaves per week.

Prune juice is also making substantial sales progress. This prod-

uct is distributed and sold by the California Prune and Apricot Growers Association.

A tremendous amount of publicity dealing with various features of the prune program has been secured as an important by-product of the advertising through the efforts of the California Dried Fruit Research Institute.

#### **Food and Health Values Discovered**

Substantial progress has been made, through dietetic research, in the determination of new health and food values found in California prunes. First discoveries of practical value will be incorporated into the advertising this winter and spring.

Half of the California prune crop normally goes abroad. In the face of import restrictions in many countries, it is imperative that efforts be made to hold and increase consumption in other countries.

The United has arranged for trade-promotion work in Sweden.

The United Kingdom, by far the largest export market, will this year have consumer newspaper advertising on California prunes. Detailed plans are now being worked out abroad with a committee of London representatives of participating packers.

While foreign advertising this year is limited, through the years it should grow and be instrumental in developing additional prune business in the important foreign markets.

Of course, not all the success of the plan can be attributed to any one of the three fundamentals mentioned. Each has been a necessary part of the whole program. Because of the fact that the advertising effort is of such tremendous interest to all growers, it is perhaps desirable to sum up the accomplishments of the program in the light of its advertising activities.

Advertising has been the rallying point and the neutral subject around which the factors in the industry have united for the good of all.

An extended season has come about because of prune advertising.

Summer months last year furnished the greatest prune volume for this period in years.

The social status of prunes has been elevated through the use of advertising.

A market for lower grade prunes has been created by exploiting prune juice and prune bread.

Advertising provided the urge for scientific research into food and health values of prunes. This basic information is of great value to the industry in connection with future sales and advertising activities.

As a means of protecting and increasing the present volume of foreign sales of prunes, advertising is performing a most vital and important function.

An industry trade-mark of great potential value in the future has been created by advertising.

More prunes have been sold at higher prices since the advertising started.

Large or Imperial size prunes are going into consumption without drastic price cuts, as the result of advertising activities.

Widespread interest has been created in the product through advertising. This has translated itself into magazine and newspaper space of great value.

The 1932 crop moved into consumption without "distress" selling because of demand created by the advertising.

Trade confidence has been recreated with benefit to brokers, wholesalers, retailers and all connected with the industry.

#### *A Suggestion to Other Farm Groups*

Service to the American consumer by calling attention to a nutritious low-priced food product, confidence and support to brokers and buyers, greater demand and increased returns to producers—advertising has indeed helped to bring the California prune industry back on the way to better things, all in a little more than a year. Perhaps the prune plan will point the way for other agricultural industries to the newer, more modern type of co-operative enterprise.

## **WANTED: A YOUNG WRITER WITH SPARK**

One of the fastest-growing New York agencies requires an additional young writer. Not a beginner, but one whose career is definitely ahead of him. Primary requisite—aside from natural selling sense—is the ability to write with freshness, liveliness, imagination. This is an agency and an opportunity that the right man will like. Write fully, and please send samples of work and a photograph. Confidences will be protected. Address R, Box 147, Printers' Ink.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Rorer, Editor and President  
1908—1933

PRINTERS' INK PUBLISHING CO., INC.  
183 MADISON AVENUE, NEW YORK

ROY DICKINSON, President  
DOUGLAS TAYLOR, Vice-President  
R. W. LAWRENCE, Secretary  
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue,  
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,  
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,  
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager,  
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50  
for six months. Ten cents a copy. Canada  
\$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50;  
quarter page, \$33.75; one-inch minimum, \$10.50;  
Classified, 75 cents a line, minimum order \$3.75.

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London: McDonough Russell

NEW YORK, JANUARY 4, 1934

## Loree Versus Butler

It was one of those coincidences that always seem to happen in times of keen economic discussion that Nicholas Murray Butler and Leonor F. Loree gave expression to their widely divergent views on the same morning.

The doughty old railroad man, who will be seventy-six in April, believes the destruction of civilization will come if the capitalist isn't better protected. He said:

"The capitalist, the man who saves money and puts it to the use of others, does so at the sacrifice of immediate gratification and under the constant attack and belittling of the demagog. If he is destroyed the industrial civilization, which has done more for humanity than any other organization that we have tried, will also perish. Not only is the capitalist subjected to

high taxation, but to discriminative taxation, as in the inheritance and graduated income taxes."

Nicholas Murray Butler, president of Columbia, who has lived almost as long in this curious world as has Mr. Loree (he will be seventy-four next April) comes to almost directly opposite conclusions about the danger to civilization. On the same day Dr. Butler had this to say:

"If profit and profit alone be the end sought by human effort, then society must reconcile itself to steady disintegration, constantly increasing conflict between individual groups and nations, and eventual destruction."

The eyebrow raisers will suggest immediately that Mr. Loree is particularly interested in stepping on the demagog who annoys the capitalist because he is a capitalist, that Dr. Butler makes a strong plea for the "Brain Trust" as the only hope of democracy because he has his Moleys and Tugwells to defend. Yet the two divergent viewpoints are significant from more than this one angle. Two men, both socially prominent, both wealthy, arrive at directly opposite conclusions after observing their contemporary world for more than a half century of life.

One, of course, has been in the hurly burly of "practical" railroad-ing, the other has been in a more or less cloistered university president's office.

Anyone reading Mr. Loree's statement would think that there had never been a capitalist who sold stock short in his own company, who double-crossed thousands of trusting investors, who came very close to bringing down his own system about his ears by his misuse of it. One reading Dr. Butler's views would never realize that though professors have constructive thoughts and though intelligent planned action must sometimes sup-

plant mere practical judgment, many of them, nevertheless, are amateurs in business and government who wish to bring about a Utopia over night.

Professors have never had to make a business profitable enough to pay 6 per cent to a bank that wanted the money. Mr. Loree has thrown a blanket of respectability over all capitalists, which all of them by no means deserve.

Somewhere between the two ideas lies the course which the people of America will probably take. A way must be found not to destroy the profit motive. At the same time it must not be placed above the ideas of service in the strengthening of democracy and the bringing of a better life to the people.

National advertisers who put their names and reputations back of the products they make, have always had in their minds this combination of understanding and service. Exploitation does not need ever to go hand in hand with profits nor is a professor always the only man who can plan ahead intelligently.

### **And Now the Huddleston Bill**

During the coming session of Congress there may be introduced a bill which will become as important to manufacturers and all others interested in advertising as was the original Tugwell Bill. Representative Huddleston of Alabama has announced that he will introduce a bill "providing for labeling, by the Bureau of Standards, of all commodities." Under his new plan even such items as clothing, razor blades and vacuum cleaners would carry Government symbols showing grade and quality.

This is the first step in a general plan of substituting Government specifications for advertised brands. This plan has been showing its head in various departments of Washington for some months. It is based upon the false theory

that the man who puts his brand upon a piece of merchandise is necessarily an exploiter of the public and that the consumer would be better off if he bought by Government specifications."

How even the most liberal professor or economist can think this would do any good to the consumer or to the economic life of the nation is beyond most minds, for as any investigation will show, the maker of advertised products was never the man who sweated his labor. He had to give value received to the consumer if he wanted to stay in business and by and large he stood head and shoulders above most manufacturers in the same industry who never had the pride to put their names on the products they made.

This bill arises partly from the hullabaloo aroused to put over the original Tugwell Bill. Impractical, dangerous and ridiculous, it should be fought by every man interested in any form of manufacture and advertising and also by the retailers where confusion would become rampant, and also by consumers who would be mystified and hurt rather than helped by it.

Watch the Huddleston Bill! We will hear more about it later on.

### **Goodbye Bankers' Good-Will**

After a year of doing little or nothing to retrieve the public good-will which they lost so completely and rapidly during the depression, the bankers have committed two more errors. They showed their contempt for public confidence by submitting a code that hits the average man and the small business man right in the middle of his (hip) pocketbook and by repudiating the advertised promises of the New York Clearing House banks.

The code provisions, with their obligatory service charges on small accounts, would not only drive

business away but also would put a heavy burden on those who must have banking service but who cannot maintain large balances. This may seem to be, to the public, just one more example of how the little fellow who can least afford it, pays more than his share.

The bankers' answer is that all accounts are usually unprofitable; and that banks are entitled to a profit.

But this argument won't carry much weight with the man who has been trying desperately and unsuccessfully to obtain credit from his bank or has been reading the testimony from the Washington hearings.

Perhaps even more stupid, from a public confidence point of view, is the refusal of the New York Clearing House banks to make good the promises they made to protect the depositors of one of their member banks which later failed—the Harriman National Bank & Trust Company.

The Federal Government, in its attempt to force the bankers to live up to their admitted agreement, states that the Clearing House Association "was implicit in the representations made and advertisements published by and at the instance of the defendant banks that membership in the Clearing House Association meant that upon examination the member had been found to be solvent and in sound condition and that no member would be permitted to remain in the Association after the contrary had been revealed to the Clearing House Committee or the defendant banks."

When this association first started to advertise, back in 1929, **PRINTERS' INK** explained the purpose of the campaign, which was to explain to the public that the association "is a stabilizer, protecting and aiding every depositor of every member bank by the standards it en-

forces and the services which go on under its roof nineteen hours a day."

"Let the public thoroughly understand that," the article continued, "and the member banks will have gained a greater degree of confidence on the part of their depositors and of the public which as yet does not patronize them."

And now these banks are attempting to crawl behind a technicality, proclaiming that their lawyers inform them that they are not "legally" bound by the promises of its executive committee.

Consumer good-will is easily lost, as the bankers so well know. Don't they want it back again?

### **Selective Sampling**

The usefulness of indiscriminate sampling campaigns has long been questioned. One advertiser who had been distributing samples with a lavish hand decided some two years ago to be a bit more choosy. Up to that time samples went out house-to-house and through dealers, institutions, organizations, clubs, schools and so on.

Under the new arrangement they were sent only to women who wrote in for them, after seeing the offer buried deep in the company's advertising copy. After eighteen months, women investigators were sent out in two cities to call upon those who had received samples. Of the 1,700 women interviewed, 92 per cent had either purchased the product or intended to when in need of an item of its nature.

Two conclusions may be drawn from this advertiser's experience: First, the consumer investigation was very apparently worth while in determining the acceptability of the advertising; second, the modified sampling campaign was very evidently doing all that could be expected of it.

*To you—*  
**PRINTERS' INK!**

★

We salute you, Printers' Ink—reborn!

Not in five years have you been so carefully read among us as you are now.

Today, you are giving us more than news—you are covering big events in economics, and in merchandising, alertly and intelligently.

Go on, in 1934, with the new spirit that inspires you. Go on, with the understanding of the needs and wants of men who devote themselves to advertising and to merchandising.

This slight tribute is paid you because we believe that the most important force in the days to come will be the understanding of people, and of events.

★

**GEYER-CORNELL COMPANY, NEW YORK**  
**THE GEYER COMPANY, DAYTON**

*Advertising*

## The Little Schoolmaster's Classroom

THE Schoolmaster has had frequent occasions to comment on the value of dual-use packages and has pointed out more than once that some packages of this kind are of little value.

The illustration on this page, however, shows a dual-use container which has unusual value, first, because of its comparative cheapness which enables the manufacturer of a small-unit package to use it, and, second, because the consumer is enabled to buy enough of the product to get a set of the containers.

The container, itself, is called by the manufacturer, the Kraft-Phenix Cheese Corporation, the Swanky-Swig Glass and in it are packed five different varieties of Kraft products. When these are removed the consumer has an excellent beverage glass which is entirely free from any suggestion of advertising and which is handsome enough for use on any table.

Thus, the container fulfills several of the rigid requirements for a dual-use container for the product that it sells for a comparatively small price. The company has naturally avoided the mistake of making the container too expensive and, in addition, has kept alive the consumer's idea of wanting to build a set.

\* \* \*

Among the unusual Christmas greetings received by the Schoolmaster was one from Frank S. Goodchild, president of J. & J. Cash, Inc., manufacturer of Cash woven labels.

Mr. Goodchild sends a bookmark made of cloth, which is an excellent example of what the company can do in the way of weaving. In

addition to the usual Christmas bells and holly it contains a portrait of Mr. Goodchild and the reproduction of his very individual signature.

It is an interesting and effective greeting and one which stood out



among many others received in the Christmas mail.

\* \* \*

Four pairs of Llewellyn setter puppies have just completed one of the longest scheduled traveling itineraries in the history of dogdom. They belie the name "setter," they are "doggy salesmen."

Since October 30 they have visited about thirty-five cities in the South. They have been on display in each of those cities in stores handling the product of their owners, the Ralston-Purina Company of St. Louis.

Raised, and fed throughout the trip on "Dog Chow," they have served as living endorsers of that product.

Packed, crated and shipped as other manufacturers would send



out traveling window displays, via express, the pups, they are now nearly full-grown dogs, have visited Purina dealers in Arkansas, Missouri, Kentucky, Louisiana and Tennessee, and on regular schedule.

While it is yet too early to report the increase in sales developed by this unique sales promotion idea, the dealers are enthusiastic over the attention the traveling display brought to their stores and to the product.

\* \* \*

In full-page space in New York newspapers Dugan Brothers, Inc., recently made a detailed statement concerning certain of its labor difficulties. In clear, concise language Edward J. Dugan, president of the company, outlined the story of the strike, its causes and how it is affecting employees.

As was to be expected in the period of recovery, the country is getting more than its share of strikes at the present time. Some of these have been so serious as to lead to bloodshed.

The Schoolmaster has been interested in the number of instances in which newspaper advertising has been called to do its part in explaining strike conditions to the public. Just recently in Chicago one of the large packing houses used advertising to explain its side of the strike conditions. In other cities, labor has resorted to the press to state its side of the case.

This attitude on the part of employers particularly is refreshing when compared with their attitude a couple of decades ago. In those days they attempted to force newspapers to print strike news favorable to them and made all sorts of threats if a newspaper showed itself at all in sympathy with strikers.

To the everlasting credit of American journalism, many newspapers refused to be intimidated. Perhaps this fact has had something to do with the current advertising concerning labor conditions on the part of employers.

\* \* \*

Just as the Schoolmaster was leaving the office one night recently, the following telegram from J. P.

## HERE'S THE MONEY - MAKER FOR 1934

### DISTRIBUTOR WANTED

Inside-Out Window Washer (patent pending). Washes outside from inside. Eliminates window washing danger. Good Housekeeping Institute seal of approval. Serial No. 3191. Full page advertisement December Issue Good Housekeeping Magazine creating tremendous consumer demand. Real opportunity for reliable, energetic party, able to finance himself. Exclusive territory. Investment merchandise only.

Write, call, wire.

### FRANK H. MEEKS

National Distributor

Room 809 - 299 Madison Avenue  
New York, N. Y.

## SAMPLE CASES

Indestructo, builder of world-famed Indestructo trunks, also makes carrying cases for Industry's products—and sample cases for salesmen's lines—finished in fabricoid, fibre, leather and other suitable coverings. Special designs furnished on request. Indestructo cases are noted for rugged durability, smart appearance. Economically manufactured. Write for details.

INDESTRUCTO TRUNK CO.

Mishawaka, Indiana



TO AGENCIES AND THEIR CLIENTS

**CONSULTING AND ANALYTICAL CHEMISTS**

*Analyses Made Formulas Developed  
New Uses Fresh Appeals  
Research Investigations and  
Clinical Testing of Medicines*

**SPECIALISTS IN**

Drugs	Proprietary
Foods	Medicines
Toilet Preparations	Essential Oils
Flavoring Extracts	Special Formulas
Beverages	Insecticides

**SEIL, PUTT & RUSBY, INC.**

16 East 34th St., N. Y. City—ASHland 4-4343

### Opportunity for Advertising Man or Woman

with a fair volume of agency business in Chicago territory to join a progressive thirty-three year old Chicago advertising company. Must have copywriting ability and experience. Opening is occasioned by the replacement of one of our staff. We are NOT looking for capital. Write, giving complete details. Address "T," Box 140, Printers' Ink.

### Hochstadler Laboratories

**Testing Engineers for  
Advertisers and Advertising Agencies**

Technical Experts and Consultants  
General Chemical Analyses

227 FRONT STREET • NEW YORK CITY

## BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding ten or more copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

Roche, who is handling Studebaker's advertising, was given to him:

"In determining the program for the introduction of Studebaker's new models we used magazines, newspapers, radio and outdoor posting. We found all these contributing factors in interesting the public in the speedway stamina and skyway style of the 1934 Studebakers. From the comment of Studebaker distributors and dealers we have every reason to believe that our first radio program played a decidedly important part in the successful launching of new models.

"The evidence of its success led us to use a second program in November and a survey just completed of Studebaker distributors and dealers makes it obvious that radio again was highly effective in attracting prospects to display rooms which resulted in numerous sales.

"In November Studebaker sales figures were the largest for this month in eight years."

Here is a testimonial from one of advertising's most consistent users. It especially impressed the Schoolmaster coming to him on the close of 1933, a year that climaxed great trial for all business and which to Studebaker brought reversionship.

But the company, with the wise sanction of its receivers, carried on not only with its proved mediums of long standing employment in other years but with the use of a newer medium as well. The combined result has been the largest November sales in eight years.

The Schoolmaster anticipates that the full story of what was done and how each medium was co-related to the company as a whole will soon be added to the case studies of consistent advertising achievements.

### Ward Appointed

*Hoosier Sports Week*, Vincennes, Ind., has appointed the James A. Ward Company, Chicago, as its national advertising representative.

TORONTO  
MONTREAL  
WINNIPEG  
LONDON

**GIBBONS KNOWS CANADA**

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CALGARY  
EDMONTON  
VANCOUVER

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## Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**IF YOU'RE INTERESTED IN FINDING A MAIL ORDER OUTLET, WILLING TO FINANCE SALES AND ADVERTISING FOR YOUR PRODUCT, GET IN TOUCH WITH US. BOX 585, PRINTERS' INK.**

**Experienced advertising salesman** wants to represent New Jersey, Pennsylvania, Maryland territory, good trade paper reaching iron and steel trade and good trade paper reaching oil and petroleum field. No salary or traveling expenses necessary. Straight commission basis. Box 586, Printers' Ink.

### HELP WANTED

**Experienced Artist**—One who creates his own ideas. Small, successful agency offers nice office, telephone and stenographic service, plus modest salary in exchange for services. Salary increased if warranted. State experience. Box 585, Printers' Ink.

**Publisher**—business paper field—desires an additional advertising representative in the Ohio-Michigan territory. Excellent opening. State experience fully. Salary desired. Highest references required. Correspondence confidential—will be returned if desired. B. R. T. Box 581, P. I.

## WANTED "A Closer"

A prominent motion picture company, serving the theatrical and commercial fields, has a vacancy for sales representative who can close business. To qualify, applicant must have thorough knowledge of advertising, merchandising, and sales training—principles, methods—and problems. Knowledge of motion picture producing not absolutely essential as he will be backed up by a thoroughly professional and complete creative and producing organization.

Useless to apply unless applicant can substantiate a definite and up-to-date record of contracted business in the general field indicated above. Reasonable drawing account, against substantial commission will permit of splendid income to man who can qualify.

Apply Box 582, Printers' Ink.

### POSITIONS WANTED

## Typography and Production LAYOUTS—PROOFREADING

Responsible young man. 4A experience. Moderate salary. Box 587, Printers' Ink.

**Opportunity** in advertising wanted by young college trained man now employed. Sales, art, layout and office experience. Musical background for radio advertising. N. Y. Ad Club School student. Box 583, P. I.

**Genuine Secretary.** Able assistant to busy executive. Efficient, tactful, pleasant personality; accustomed to meeting people. Excellent stenographer. 14 years' advertising experience. Christian. Unusual references. Box 589, Printers' Ink.

### VERSATILE AND ADAPTABLE

young woman, fourteen years exceptional experience in editorial and business offices of publishers and advertising agency, available for position requiring literary and artistic work; editing, proof correction, picture and text layout, ability to write and draw. Salary commensurate. Box 580, Printers' Ink.

**I'm hunting my FINAL job.** . . . A graybeard? No, only 34. But I'm hunting a job in which I'll want to send down deep roots, in which I can keep growing, one that will use as much of me and my experience as possible. I've been associate editor of a national magazine; right-hand man to two leading association executives; public relations adviser; account executive with one of the largest A. A. A. agencies. If you can use this experience now—or later, perhaps—may I see you? Box 584, Printers' Ink.

## CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

## Canadian Papers' New Agency Franchise

A NEW franchise adopted by the Canadian Daily Newspaper Publishers Association, covering qualifications for advertising agency recognition, is causing some confusion among agencies in the United States. The requirements provide that applicants for recognition shall "maintain in Canada an adequately equipped office for the sole purpose of conducting an advertising agency business."

The requirements also provide that applicant must show a surplus of current liquid assets over current liabilities of at least \$15,000, and submit proof that he has contracted for three general advertising accounts of a character satisfactory to the Association with definite appropriations aggregating at least \$100,000 per year.

In reply to an inquiry asking about the status of United States agencies and, particularly whether they would be required to maintain Canadian offices, Arthur Partridge, director of the Canadian association at Toronto, wired the following:

"Contracts from recognized United

States agencies welcome at all times as at present.

"Our system has existed since establishment of C. D. N. A., which inherited certain agencies from its parent association, the old Canadian Press Association, Inc., and also has had list of agencies of its own recognition since that time.

"New franchise supersedes all former recognitions and brings all agencies in Canada to a common level. Formerly we required minimum of \$10,000 or indemnity bond to cover indebtedness to that amount. New financial requirements are based on actuarial advice and our own experience. \$100,000 lineage refers to all media.

"New franchise does not affect and is not intended to affect existing relationship with United States agencies who are recognized by American Newspaper Publishers Association and similar reputable associations. It does not affect number of United States agencies placing business in Canada in any way. It is intended entirely for agencies doing permanent business in Canada."

### Retail Grocers' Code Signed

President Roosevelt has signed the retail food and grocery code. This, the 182nd code he has approved, is estimated to cover the businesses of 480,000 retail grocers, who employ more than 1,000,000 people. At the same time the President signed thirteen additional codes, bringing the total up to 195.

To speed up the approval of more than 300 codes which have passed the hearing stage, President Roosevelt has invested General Johnson with authority to put into effect all codes for industries which do not normally employ more than 50,000 men.

### Seattle Agency Group Elects

Burt Cochran, Seattle manager of the McCann-Erickson Company, has been elected chairman of the Seattle chapter of the Pacific Association of Advertising Agencies. He succeeds Warren E. Kraft, of Erwin, Wasey & Company.

H. O. Stone, vice-president, Izzard Company, was elected secretary-treasurer, succeeding Harry Penman.

The next convention of the association will be held at Seattle.

### Magazine Campaign for Schlitz

A campaign of full-color advertisements for Schlitz beer will be initiated in national magazines January 5. This marks the first magazine advertising by the Jos. Schlitz Brewing Company since national prohibition went into effect.

"An entirely new art treatment, different and effective in appeal," will characterize the new advertising, distributors are told.

Extra proofs are being sent forward to the distributing organization with the suggestion that the copy and the list of magazines to be used be merchandised thoroughly to all customers and prospects. Distributors are urged to press every one in their respective organizations—salesmen, service men, truck drivers and office help—into service in posting copies in retail outlets at every opportunity.

### Sun Oil Joins A.N.A.

The Sun Oil Company, Philadelphia, has been elected to membership in the Association of National Advertisers, Inc. M. H. Leister, sales and advertising manager, will represent his company in the association.

# « « MORE PRINTING means MORE BUSINESS

COMPANIES doing the biggest business are usually the biggest users of printing. This is logical, because the more people you must *Sell*, the more people you must *Tell*.

If you want to sell more people your products, tell more people about them through effective, yet economical printing, then, it's about time we got together. It costs nothing to talk to our representative and it saves many companies money—increases their sales.

Why not phone MEDallion 3-3500 before you place your next printing order?



## CHARLES FRANCIS PRESS

461 EIGHTH AVE., at 34th ST., NEW YORK

# **SUPREME in CHICAGO!**

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*First* **IN 1933 IN**

✓ **TOTAL ADVERTISING**

✓ **GENERAL ADVERTISING**

✓ **RETAIL ADVERTISING**

✓ **AUTOMOTIVE ADVERTISING**

✓ **FINANCIAL ADVERTISING**

## **Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER

*Chicago Tribune Offices:* Chicago, Tribune Tower New York, 220 E. 42nd St.  
Atlanta, 1825 Rhodes-Haverly Bldg. Boston, 718 Chamber of Commerce Bldg.  
San Francisco, 820 Kohl Bldg.

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